

Long Beach Comprehensive Plan Update, 2026

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Acknowledgments

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A. Introduction

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1. LOCATION AND HISTORY OF LONG BEACH

The first record of non-native American visitors to the Long Beach Peninsula was the arrival of Captains Lewis and Clark in 1805. They landed in Chinook and explored much of the surrounding territory, making maps and naming places. According to William's logs (1930), Captain Clark carved his initials on a pine tree in the vicinity of present day Long Beach.¹

By 1870 the Long Beach Peninsula had established a reputation as a popular destination for summer vacationers, and drew many people came from Portland and other places in the northwest. The 28 miles of beach between Seaview and Leadbetter Point was used for many years as a highway from the Columbia River in the south to Oysterville and other settlements in the northern stretches of the peninsula.

Henry Harrison Tinker established the City of Long Beach as a seashore resort in 1880 and incorporated it as a town in 1922. The railroad through Long Beach started operating in the 1880s. Its direct connection with the boats from Portland brought many more people. People gradually began to build summer cottages in the city.

Today, Long Beach is known for its hometown environment, architectural motif,



¹ Long Beach Comprehensive Plan (1996).

fresh air, and numerous recreational opportunities.

Within the region the city is distinct in that:

- It is the third largest of the four incorporated area in Pacific County
 - It is larger than the only other town in the Peninsula, Ilwaco;
 - South Bend, the county seat is 43 miles north;
 - Astoria, the regional commercial hub is 19 miles south; and
 - Longview, on the nearest national highway I-5, is about 75 miles east of Long Beach.
- Long Beach has been growing gradually for the past 10years, with an emergent population of wealthy retirees. Of note,
 - More people have moved to the unincorporated parts of the Peninsula than to the city of Long Beach;
 - Residents shop elsewhere in search for better prices and selection of consumables and household goods;
 - Long Beach has a greater proportion of multifamily units compared to the rest of the county; and
 - A greater proportion of older people live in Long Beach than the rest of the state.

2. CHARACTERISTICS OF THE PLAN

A City may chose to take on any number of plans. Its Comprehensive Plan is distinguished from other plans in that its purview is broad; it has a long time horizon (20 years); it is general and flexible; and lastly, it is realistic and based on the best available science.

- **Wide-ranging:** The intention of comprehensive plans is to assess a multitude of issues simultaneously. While some comprehensive plans have ventured into the realms of human services and social conditions in other parts of the country, in Washington State the focus of comprehensive plans remain largely on the city's physical and its related economic realms. There has been some recent interest in expanding the plan's purview to assess how the city's intended physical layout will affect residents' health and well-being. The many physical attributes that are studied and addressed during a comprehensive planning process is discussed in greater detail in Section 3 of this Chapter.
- **Long-range:** According to the GMA, a city's comprehensive plan should address a planning horizon of 20 years. However, it is recommended that every comprehensive plan undergoes interim reviews and decennial updates. These ensure that the document remains current, relevant and responsive to changes or circumstances not anticipated during the making of the plan.

- **Realistic:** The plan is based on a fairly detailed analysis of existing conditions and incorporates best available science and data. It is also responsive to current market realities. Through the input and review of both the community as well as elected officials, the plan has undergone another reality check.
- **Flexible:** The comprehensive plan describes a general layout for the city. It summarizes the broad intentions of the community and allows for considerable flexibility in how the recommendations are implemented. This flexibility is built in to the plan so that the community can be responsive to changing economic conditions or unanticipated development proposals. Therefore, it is recommended that plan updates be tackled carefully such that the community's fundamental goals are revised only with community consent and that greater focus is placed on assessing the relevance and appropriateness of public strategies and policies described in the comprehensive plan.

3. PURPOSE OF THE PLAN

This plan, the Comprehensive Plan Update for the City of Long Beach (2026), is a legal document adopted by local government. It is a guide to making decisions about the future physical development of the city for the Long Beach Planning Commission in its advisory capacity, and the City Council in its decision-making role. It is also available to the public and the development community as a reference guide.

It indicates, in a general way, how residents and elected officials would like their community to develop for the next 20 years or so. Until the passage of the Washington State Growth Management Act in 1990-1991, a coordinated process for managing growth and development did not exist in Washington State. In 1990, Pacific County opted into those counties planning under the Act, and thus began a coordinated approach and process for dealing with growth. All county and incorporated cities, such as Long Beach, were thus drawn into the growth management planning process. During the mid 1990s these communities began authorizing their own new comprehensive plans or updating their current plans consistent with the Growth Management Act requirements.

There are several reasons for doing a comprehensive plan, above and beyond the requirements of the Growth Management Act. These are described below.

3.1 To build consensus around and clearly describe a vision for the community

A comprehensive plan process involves a municipality's residents, businesses and institutions in creating a vision for the future. While comprehensive plans generally focus on a municipality's physical layout and infrastructure, these plans have far-reaching impacts on a community's economy and society. In fact, socio-economic, educational and safety concerns, among others, are analyzed and incorporated into the visioning process and solutions. The vision represents a cohesive build-out for the city and provides the framework for city codes, as well as other regulations and development standards.

3.2 To assess the vision's feasibility and fiscal impacts

The comprehensive plan process includes a fiscal impact analysis through which the proposed population densities and associated infrastructure outlay are assessed for their financial implications. It also helps inform capital service plans for water, sewer, stormwater and energy among others. A comprehensive plan identifies potential shortfalls in these systems that would need to be addressed during the plan period. This information is critical when the city starts identifying taxes, bonds or fees that would be necessary to realize the plan.

3.3 To align civic priorities, decisions and investments with the vision

The comprehensive plan process helps focus attention on goals and related policies that will be necessary to realize the vision. This prioritization process is furthered with the development of an implementation strategy. The implementation strategy, while not an official part of the comprehensive plan, is an important decision making and investment tool and is referenced in the Appendix. The comprehensive plan should be used on a routine basis by City Staff, Planning Commission and City Council, particularly while making important public investment decisions or assessing the appropriateness of a new development proposal.

3.4 To establish consistency with County and State goals and policies

Above all, the comprehensive plan integrates State and County policies and priorities. The Growth Management Act stipulates that cities address the following elements in their plans:

- Land Use;
- Housing;
- Capital Facilities;
- Utilities; and
- Transportation [**including pedestrian access]

Additional elements may be included, such as

- Economic Development;
- Historic Preservation;
- Conservation;
- Recreation; and
- Sub Area Plans.

Through this plan, the City has addressed the following thirteen goals of the Growth Management Act:

Urban Growth: Encourage development in urban areas where adequate public facilities and services exist or can be provided in an efficient manner.

Reduce Sprawl: Reduce the inappropriate conversion of undeveloped land into sprawling, low-density development.

Transportation: Encourage efficient, multi-modal transportation systems that are based on regional priorities and coordinated with county and city comprehensive plans and the plans of other jurisdictions including state and federal agencies.

Housing: Encourage the availability of affordable housing to all economic segments of the population of this state, promote a variety of residential densities and housing types, and encourage preservation of existing housing.

Economic Development: Encourage economic development throughout the state that is consistent with adopted comprehensive plans, promote economic opportunity for all citizens of this state, especially for unemployed and for disadvantaged persons, and encourage growth, all within the capacities of the state's natural resources, public services, and public facilities.

Property Rights: Private property shall not be taken for public use without just compensation having been made. The property rights of landowners shall be protected from arbitrary and discriminatory actions.

Permits: Applications for both state and local government permits should be processed in a timely and fair manner to ensure predictability.

Natural Resource Industries: Maintain and enhance natural resource-based industries, including productive timber, agricultural and fisheries industries.

Open Space and Recreation: Encourage the retention of open space and development of recreational opportunities; conserve fish and wildlife habitat, increase access to natural resource lands and water, and develop parks.

Environment: Protect the environment and enhance the state's high quality of life, including air quality, water quality, and the availability of water.

Citizen Participation and Coordination: Encourage the involvement of citizens in the planning process and ensure coordination between communities and jurisdictions to reconcile conflicts.

Public Facilities and Services: Ensure that those public facilities and services necessary to support development shall be adequate to serve the development at the time the development is available for occupancy and use without decreasing current service levels below locally established minimum standards.

Historic Preservation: Identify and encourage the preservation of lands, sites, structures, and unique features such as trails, railroad rights of way, historic roads, landings, water crossings and similar historic features that have historical or archaeological significance.

Pacific County's Comprehensive Plan (1998) generally addresses the unincorporated areas of the county. The Plan is relevant to Long Beach for its policies regarding

unincorporated areas that the city is targeting for future expansion (Long Beach's Urban Growth Areas).²

3.4.a. ESTABLISHING URBAN GROWTH AREAS

- The County in consultation with the incorporated cities, should designate urban growth areas
- All cities should be included with an urban growth area and the ability of a community to provide urban services should be considered in determining the growth area boundary.
- The designated urban growth areas should adequately accommodate the projected growth and development for the next 20 years.
- Publicly owned greenbelts and open space areas within urban growth areas should be preserved.
- Interim growth areas should approximately follow current municipal boundaries.
- The County should review urban growth areas every five years and the comprehensive plan should be revised accordingly.

3.4.b. PROMOTING CONTIGUOUS AND ORDERLY DEVELOPMENT AND PROVIDING URBAN SERVICES

- Developments within urban growth areas should be contiguous, orderly and coordinated between the County and municipalities.
- The incorporated cities should have input in setting urban growth boundaries and how urban services will be provided so that concurrency requirements are met.
- Urban growth areas should be located primarily in areas already characterized by urban growth that have public facilities and services, and second in areas already characterized by urban growth that will be provided with urban type services by public or private sources.

3.4.c. JOINT COUNTY AND MUNICIPALITY PLANNING

- The County and relevant municipality may provide for joint jurisdictional planning when desired.
- When joint planning occurs, it should determine and resolve issues including subdivision of property adjacent to a city, service level standards, coordination of boundary changes, coordination of capital improvements, jurisdictional responsibility.

² Pacific County Comprehensive Plan, October 1998 (pgs 2-3 to 2-4)

- Joint planning may be desired for contemplated changes in boundaries, when development, capital improvements or regulations will have significant impacts across boundaries, or when determining how public facilities and services should be provided.
- Annexation of territory beyond a municipality's urban growth area is prohibited.
- Unincorporated areas that are already urbanized are encouraged to annex or incorporate.

4. COMPARISON OF FUTURE LAND USE PLAN AND ZONING

The Comprehensive Plan, as described earlier, embodies a general, flexible, realistic and broad vision for the future build out for the city of Long Beach. The vision is best represented in the city's Future Land Use Map. The Future Land Use Map describes the desired land use configuration for the city in general terms. The Map is based on market assumptions of projected demand for different land uses and proposes a distribution of the projected development that is preferred by the community. It also identifies land that should be "protected" either for their intrinsic environmental value or for their economic productivity such as forests or agricultural land. (Note: The latter is not applicable to Long Beach) The land use distribution is to ensure compatibility in use and intended intensities between properties. It also sets the framework for the planned transportation and infrastructure network in the city. The Future Land Use Map thus serves as a policy and a decision making guide. In some instances a property may chose to develop into a use and intensity that are inconsistent with the Future Land Use Map. In these cases, the development review process needs to confirm that the proposed use is otherwise supportive of the goals and intentions of the Comprehensive Plan. In some cities this modification in use and intensity is recorded only through a zoning change, while in others, the changes are also recorded through an official amendment to the Future Land Use Map.

The Future Land Use Plan and its specific design intentions are codified in the Zoning Map for the city. Zoning however is primarily a "police power" regulation that advances and protects the public health, safety and general welfare of a community. Other police power regulations are building codes, subdivision or planned unit development (PUD) regulations, and health codes. Zoning therefore not only ensures compatibility between adjacent uses of land, and helps implement the land use objectives of the Comprehensive Plan; it also benefits all in protecting the value of property, and preventing nuisances that might otherwise occur. Compared to the general nature of the Future Land Use Map, the Zoning Map is specific in nature and identifies the zoning classification for each parcel in the city. It represents the current development parameters for properties and as such is updated as soon as a rezoning application is approved. The Zoning Map sets maximum densities, parking requirements, height limitations and other required improvements for each zoning district. A Zoning Map change, or rezoning, can be initiated at any time by a property

owner or the city for any parcel(s) of land based on the individual merits of the specific rezoning request. Therefore the purpose of zoning is to:

- Protect the public health, safety and general welfare of a community's stakeholders;
- Protect the character and facilitate the orderly buildout of the city;
- Establish reasonable standards to which buildings and other structures shall conform;
- Discourage uses, buildings, and structures which are incompatible with the intended character of the zoning district; and
- Protect the value of investments into land, buildings and structures.

5. WHO PLANS AND HOW?

In 1990, Pacific County "opted in" to the Growth Management Act of 1990-1991. For those counties planning under the Act, the county and its cities are required to prepare comprehensive plans consistent with the Act.

The Long Beach City Council, operating as a code city under RCW 35A.63, created the Planning Commission in accordance with Section 35A.63.020. The Commission serves in an advisory capacity to the council as provided by Ordinance No. 352.

Under Section 35A.63.060 it states in part: "Every code city, by ordinance, shall direct the planning agency to prepare a comprehensive plan anticipating and influencing the orderly and coordinated development of land and building uses of the code city and its environs".

The City of Long Beach is therefore responsible for developing its comprehensive plan. This Comprehensive Plan fulfills the requirement of a 10-year update of the plan, mandated under the GMA. This was initiated by City Staff, the Council and the Mayor.

For this update, the city created a Steering Committee that consisted of Mayoral appointees. Steering Committee members represented a variety of business, political, environmental and residential interests. The committee provided a sounding board as the plan was developed and reviewed documents and memos related to the project for consistency with community goals. The final plan has undergone standard scrutiny and review by the Planning Commission during adoption. Once the Planning Commission accepts the Plan and extends their recommendation for approval, the City Council and Mayor adopt the final plan. Both entities have to hold Public Hearings for public comment before final approval of the comprehensive plan.

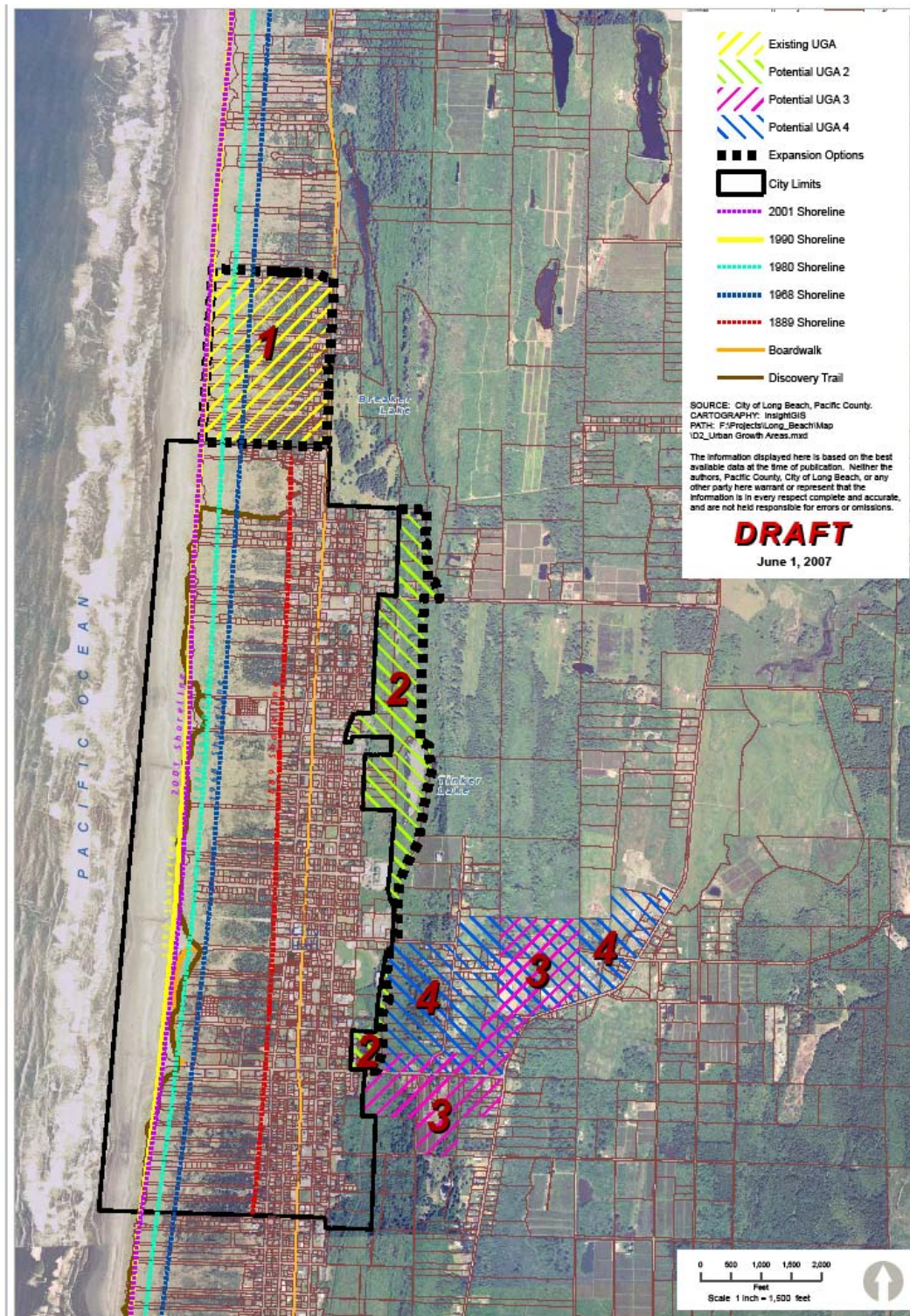
This extensive public involvement process thus provides a number of opportunities for public comment and input into the development of the plan. Therefore, ultimately the comprehensive plan is driven by the vision and desires of Long Beach community members.

6. PLANNING VS SERVICE AREA

Planning Area: This plan focuses primarily on the land within the current city limits of Long Beach. If during a comprehensive plan process, it is revealed that the city will need more land to accommodate projected population, as was the case for this update process, the planning area is extended to nearby adjacent properties.

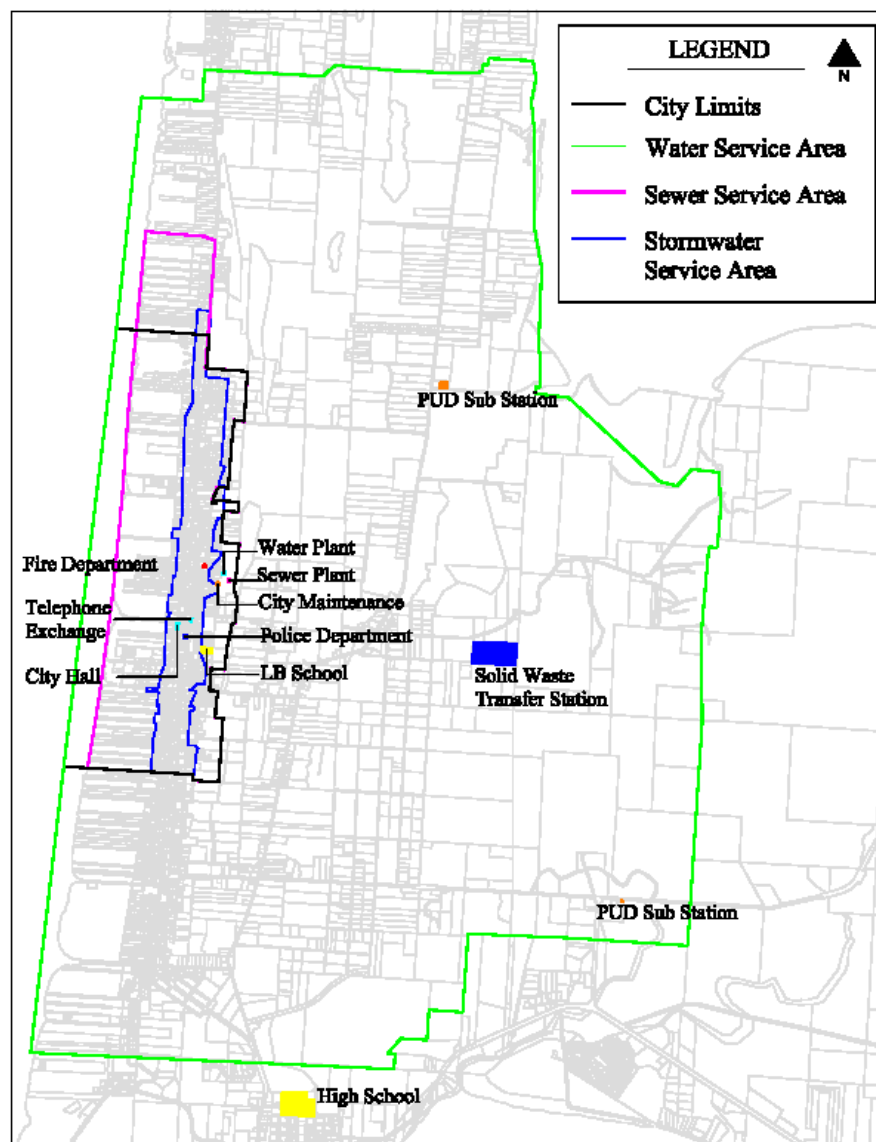
The first area of inclusion is any land that was previously identified as the city's urban growth area. For Long Beach, this includes the area north of the city to 113th Street North. (#1 in the map below) Since this area was found to be marginally inadequate in size, the planning area was extended east to Sandridge Road for this study. See Figure A-1 below. (#s 2, 3 and 4 in the map). As discussed in further detail in Section B-8, areas #3 and 4 were dropped from the Planning Area when it was determined that the areas # 1 and 2 were adequate to accommodate the projected population. Areas # 1 and 2 were thus designated the Urban Growth Areas for Long Beach for this planning period.

Figure A-1: City of Long Beach Planning Area



Service Area: The City of Long Beach serves and is served by an area larger than its UGA. This area is called its Service Area and includes the utility and transportation corridors that link capital facilities of municipal water reservoirs, water treatment plants and their systems, sewer treatment plants and their systems, storm water management capital facilities and their systems. The Service Area also includes transportation routes and their capital facilities and systems of major and minor arterials, transit routes and facilities, surface streets, roads, paths and trails and the regional capital facilities that they serve such as schools, playgrounds, regional and local parks and features of historical interest.

Figure A-2: City of Long Beach Service Area



7. ORGANIZATION OF THE PLAN

This document is organized such that it is easy to use; the reference material easily accessible and the goals well organized by subject area. The primary sections of this report are the following: Introduction, Vision, Goals and Strategies, and the Appendix (or reference material). The first three sections comprise the official Comprehensive Plan document. Any changes to these chapters will require a formal Planning Commission and City Council review with the necessary Public Hearings. The Appendix is adopted by reference. Since it is not an immediate part of the legal document, it can be amended more easily, and perhaps, depending on the city's Charter, without a formal public hearing.

7.1 Introduction

This section provides the reasons, standards, process and responsibilities of doing a comprehensive plan. It also distinguishes between a Future Land Use Plan and a Zoning Map; and describes how these plans should be reviewed and updated.

7.2 Vision

This section describes the vision and the predominant principles driving the plan. It describes the Preferred Direction that was approved by the community and provides the foundation for the Future Land Use Plan for the city. This section also provides the research and analysis that drove the particulars of the plan, such as the population projections and market context for the plan, and the fiscal analysis that justifies the planned intensities. There is also an analysis of the land that is currently available for development as well as projected developable land capacity based on the future Land Use Plan. This section concludes with the delineation of growth areas for the city's expansion and lays out procedures for the city to annex these designated growth areas.

7.3 Goals and Strategies

The 2026 Comprehensive Plan addresses the following elements: Urban Form, Land Use, Housing, Environment, Parks and Open Space, Mobility, Capital Facilities, and Utilities. While this process did not include a formal economic development element, the goals and strategies that emerged in this process that related to this topic area have been included under this element title. It is recommended that a formal economic development analysis and strategy be commissioned after the completion of this comprehensive plan process, and the information used to update this plan.

7.4 Appendix

This section is intended for more frequent updates than the earlier chapters. It contains 2006 information that was used to develop the Existing Conditions analyses, Community Indicators and Performance Measures, and Implementation Strategies that inform the plan. It is expected that these will be updated on a regular basis, as will the maps that are in this section. This section also includes information that provides historic references to the development of the original 2026 plan, such as community input, alternatives screened and the SEPA analysis that was conducted for

the original plan. This material will not need to be updated and is made available for reference only. At the end of this section is a glossary of terms used in this document.

8. PLAN UPDATES

As described earlier, this plan is a living document. In order to maintain its relevance, it should be revised as and when necessary. Some reasons for these updates could be successful rezoning petitions that could be reflected in a corrected Future Land Use Plan; new development(s) that could prompt a revision to the existing conditions analyses; fresh Census data that might require an adjustment to the population projections this plan is based on; and perhaps a change in city revenues that might necessitate reworking the implementation strategies and priorities. The details and frequency of this update process are as follows:

- The plan should be updated every ten years by City Staff (with the help of outside consultants, if necessary) under the supervision of a Steering Committee (of city officials and citizens appointed by the Mayor). Staff will identify obstacles or problems that caused the under-achievement of goals and strategies. Staff will then propose actions to address identified problems. Staff will also recommend any new goals or strategies that might be necessary. The Planning Commission and City Council may hold workshops to understand these recommendations in detail. Subsequently, they will hold public hearings to seek public input on the proposed changes. If approved, City Staff will update the Unified Development Ordinance (if necessary) to implement the changes.
- The Plan will be reviewed every other year to incorporate current information regarding base-line data and community indicators/performance measures. This review could include an update to the maps (as necessary) including the Future Land Use Plan, Transportation Plan, and the Parks, Open Space and Recreation Plan; the implementation strategies; as well as the community indicators/ performance measures. This can be handled entirely with Planning Commission oversight and final City Council approval with limited public input.

If necessary, City Staff may chose to hold additional public meetings and workshops for informational or educational purposes, or to seek input prior to determining any changes to the plan's goals and strategies.

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1. VISION STATEMENT

The Vision for Long Beach is summarized in the following statement:

“Our vision is to become a vibrant resort community that shares its unique coastal environment with residents, businesses, and visitors. We will manage our growth to provide a sound and diverse economic base where families can afford to live. We will create and maintain a pedestrian and bike-friendly community that has excellent infrastructure to meet the needs of our businesses, residents, and visitors. We will create a sense of place by establishing a healthy Town Center. We will establish an atmosphere of cooperation with our neighbors all along the Peninsula. Together, we will strive for a community where we pay tribute to our rich cultural and natural heritage; a community that has quality health care and other essential services; and above all is a safe place where residents can live, work, and play.”

2. PLAN PRINCIPLES

Based on the above vision for Long Beach, the community concurred on the following principles that provide a greater level of detail to the intentions inherent in the vision. These principles influenced and directed the 2006 planning process.

- Guide development in a manner that strengthens the coastal village atmosphere treasured by residents and visitors alike.
- Create a focal point for the community that provides a sense of place and destination;
- Foster a sense of neighborhood in residential areas.
- Integrate land use distribution with the development of road, trail and path access for everyone.
- Maintain a secure community with safe circulation routes and public gathering places.
- Extend and weave the surrounding open spaces into the city's framework.
- Support the diversification of the local economy to serve, employ, and house the permanent resident population.
- Support a variety of activities to foster year-round tourism.
- Protect and enhance the cultural and natural heritage of the area.
- Establish development policies that balance development with the requirement to protect the ecological functions of the Peninsula.
- Continue partnering with neighboring communities so that the peninsula gains a competitive edge in the beach resort market.

3. PREFERRED DIRECTION

Several public meetings were held to determine how the above vision and principles could be manifested in the physical layout of the city. Three alternatives were developed that showed three distinct approaches to implementing the above principles. These alternatives and community comments about each are presented in detail in the Appendix.

Subsequently, the desirable features of each alternative were assimilated into a *Preferred Direction* for Long Beach. This provides a framework for the future development of Long Beach. It describes a proposed distribution of land uses, circulation network and major public amenities in very general terms.

Highlights of the *Preferred Direction* are:

- New development pressures are contained within city limits and the projected 2016 UGA;

- Different ways to enter and experience the city are highlighted;

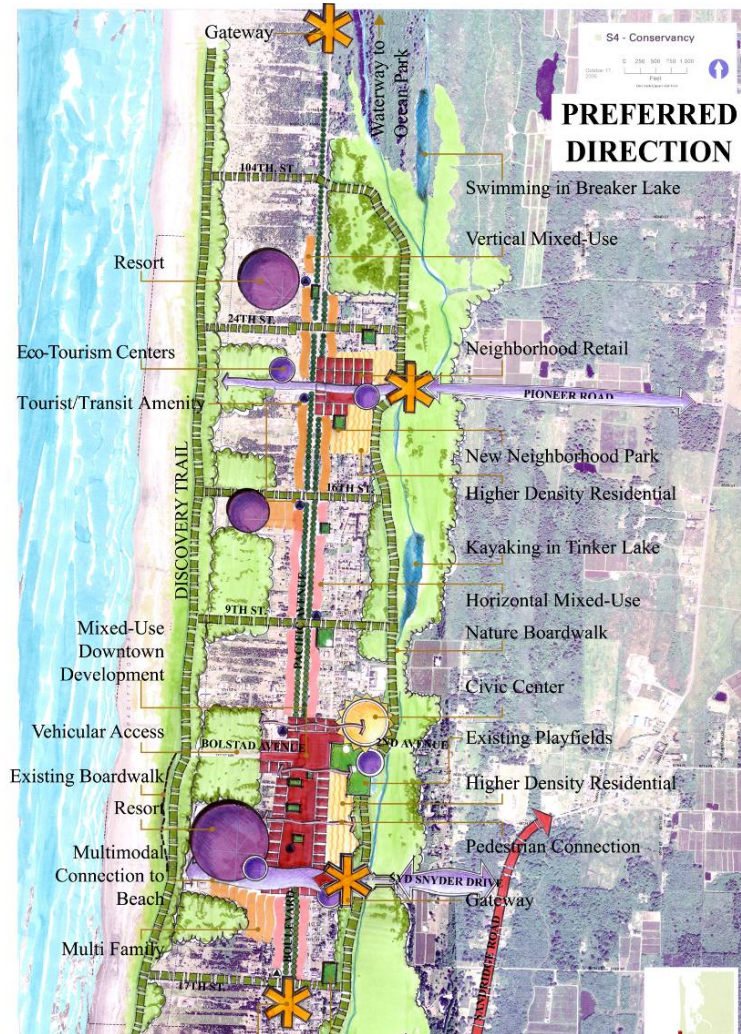
- A network of trails connect the eastern and western edges of the city;

- Commercial activity is concentrated into 2 core areas - one of which focuses primarily on neighborhood needs and the other on tourism;

- Resorts are concentrated west of Pacific Avenue but are allowed in other areas designated for commercial or mixed-use development;

- Higher density residential uses are clustered around commercial core areas; and

- Pacific Avenue becomes a grand boulevard lined with gracious buildings.



Without the benefit of an economic development analysis and strategy or a marketing strategy to inform the preferred land uses and their distribution, the plan is based on the concept of *eco-tourism* which builds on the area's natural assets and the residents' desire for a tourism-based economy. The plan therefore advocates for the preservation of natural areas not only for their intrinsic environmental value, but as the mainstay of the city's and the Peninsula's economy. This also builds on the regional movement to designate Pacific and Wahkiakum counties, among others, as a National Heritage Area.

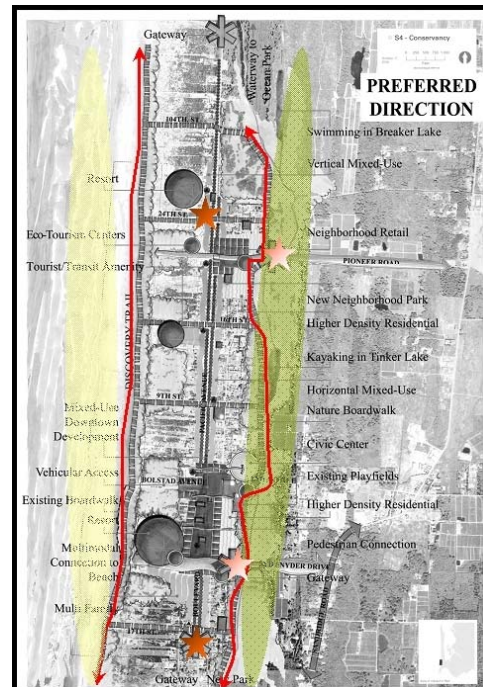
4. DESCRIPTION

The *Preferred Direction* is a compilation of four features: Edges, Anchors, Neighborhoods and Economic Generators.

4.1 Edges

The edges of a city are what mark its outer limits. Edges are important since it is where the city is first or last experienced. Edges can be a combination of hard (roads or buildings) or soft (water bodies, parks etc) features.

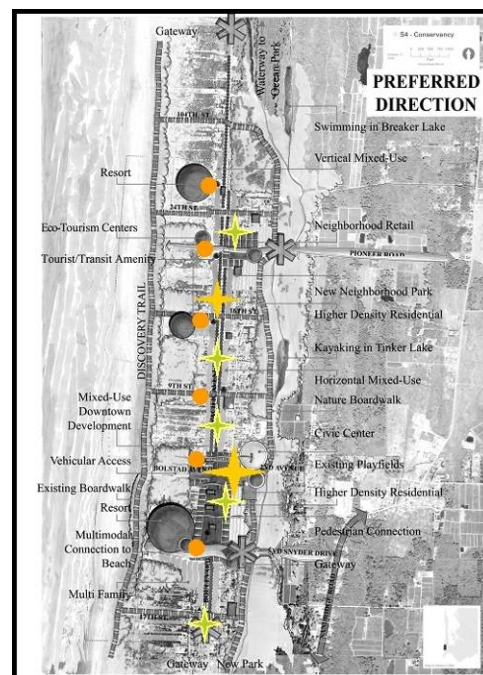
- The western edge of Long Beach is a natural beach and trails
- The eastern edge is a lightly wooded area with creeks and trails
- The southern edge blends into Seaview
- The northern edge is marked by rural lands
- The two entries at the northern and southern tips of Pacific Avenue at 113th Street N and 19th Street S
- Two new entries should be emphasized at the city's limits along Sid Snyder Drive and Pioneer Road



4.2 Anchors

Community anchors are public facilities that become the focal points of socialization, services and communication. These can be libraries, parks, community centers, city hall and so on

- A new Civic Campus and a multi-purpose Community Center are significant anchors proposed
- A smaller neighborhood center is proposed further north by Pioneer Road
- Well-designed neighborhood parks of



varying sizes also become community anchors

- Smaller more intimate “Tourist Amenity” facilities occur at regular intervals on Pacific Avenue and become anchors for visitors

4.3 Neighborhoods

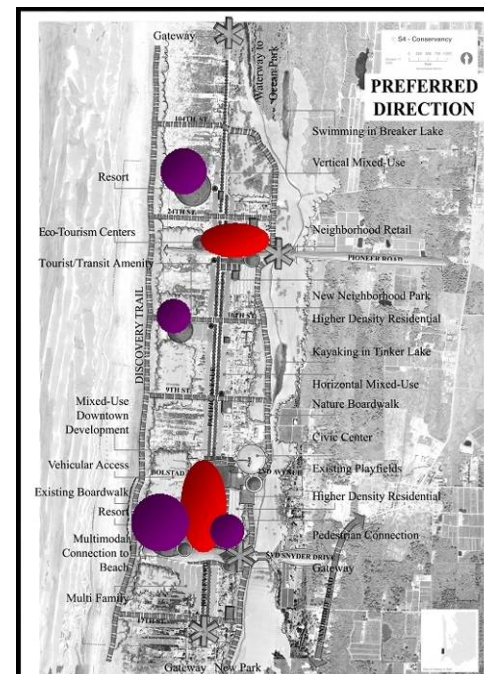
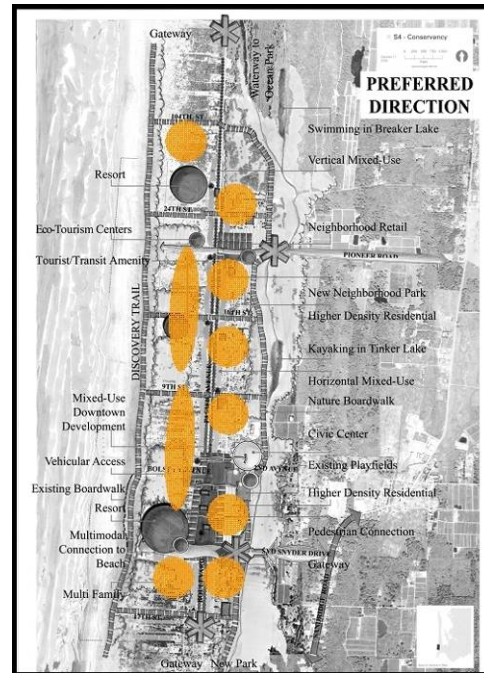
Neighborhoods are a city’s building blocks. They are portions of the city that are well defined by boundaries and anchored by a central community facility, be it a park, a community center or a school. There is an optimal size for neighborhoods beyond which they become impersonal and ineffective in building a sense of community.

- Pacific Avenue is a major determinant of neighborhoods’ edges as are the beach to the west and the wetlands to the east.
- Other edges are the clusters of non-residential uses.
- Due to the presence of the dunes and the conservancy lands close to Pacific Avenue and the layout of streets that this necessitates, the neighborhoods are larger and better defined on the east side of Pacific Avenue.

4.4 Economic Generators

Economic generators are large concentrations of commercial uses that help fortify the local revenue. These are typically downtowns, neighborhood commercial areas, industrial areas, and so on.

- Commercial areas are distinguished between tourism oriented and neighborhood focused commerce
- Resorts and hotels are recognized as crucial elements of Long Beach’s ecotourism focus
- Smaller and currently more random



lodging establishments such as bed and breakfasts are encouraged in neighborhoods within walking distance of downtown or close to public transit

- Large economic generators are located on or within a block of primary arterials and/or transit

5. POPULATION PROJECTIONS

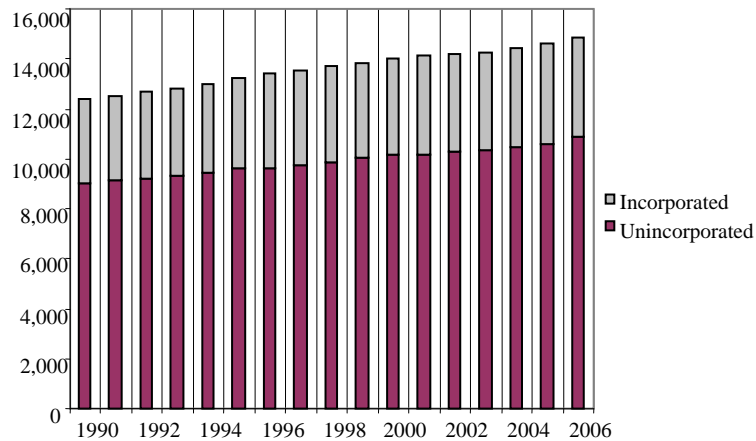
One of the important considerations for this comprehensive plan is how the city intends to accommodate the projected increase in residential population in the area. The projected growth numbers are based on the population projections for the county generated by the Washington State Office of Financial Management and tempered with past population trends in the city. Long Beach's growth targets, however, have to be corroborated and accepted by Pacific County as well as the other three incorporated areas in the county.

Data since 1990 highlight some interesting trends:

1. Contrary to popular belief, development activity in Pacific County has actually been slowing down. For instance, for the five-year period between 1990 and 1995, there was a net of 824 new housing units constructed in Pacific County. During the next five years there was a net of only 763 new housing units. From 2000 to 2005, the number dropped to a net increase of 603 units. (Data from OFM, however, show that in just one year, 2006, there were an additional 291 units within the county. This figure may indicate a reversal of the downward decline in development interest in the county. It is too early to tell conclusively.)

2. Incorporated areas within the county have been absorbing a smaller proportion of new development. For instance in the period 1990-95, of the 824 new housing units 247 or 30% of the units were within the incorporated areas of the County. In contrast, during the period 2000-05, of the 603 new units, only 148 or 25% of the units were located in incorporated areas. This is substantiated over the last year, 2006 when of the 291 new housing units, 36 (or 12%) were located in incorporated parts of the county.

Figure B-1: Past Housing Trends in Pacific County (1990-2006)



Source: State of Washington Office of Financial Management

3. Among the incorporated areas, Long Beach has been absorbing a higher proportion of units. From 1990 to 1995 and again from 1995 to 2000, about 39-41% of net increase in housing units within the incorporated areas was attributed to Long Beach. This is even more striking for in the period 2000-2005, Long Beach accommodated 112 or 76% of the new housing units seeking permits within incorporated Pacific County. Over the past year, of the 36 new units in incorporated areas, the city of Long Beach accommodated 23 (64%). The absorption rates of these five-year periods are summarized below:

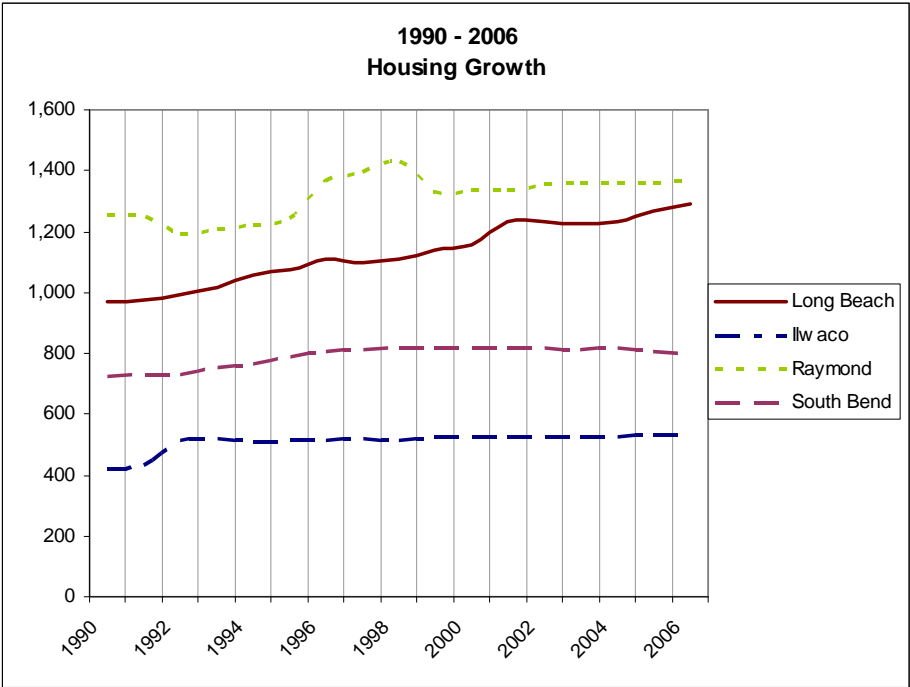
Figure B-2: Long Beach's Absorption of Pacific County Population

	1990-1995	1995-2000	2000-2005	2006	AVERAGE WEIGHTED EQUALLY BY YEAR	SIMPLE AVERAGE
Incorporated areas' absorption of Pacific County's total	30%	28%	25%	12%	27%	24%
Long Beach's absorption of Incorporated areas' total	41%	39%	76%	64%	53%	55%
Long Beach's resulting absorption of Pacific County total	12.4%	10.9%	19.0%	7.7%	14.1%	13.0%

Source: Office of Financial Management, Washington

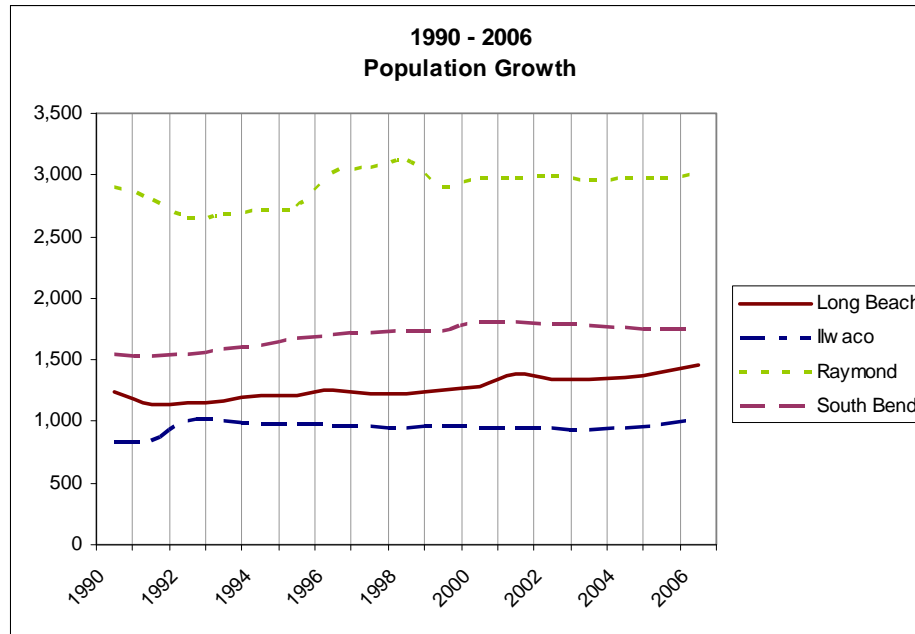
4. The ratio of housing units to permanent population has been increasing throughout the County. In 1990, the County recorded 12,404 units to 18,882 persons or a ratio of 1:1.5. In 2006 the ratio was 1:1.4. In Long Beach, the 1990 ratio was in the order of 1 housing unit for 1.27 persons in the city. Since then, it has generally been declining, reaching a low of 1.09 in 2002 though in 2006 it edged up closer to 1:1.13. As smaller geographic areas tend to converge with larger areas, it seems reasonable to hold this ratio stable at 1.1 for the purposes of this analysis.

Figure B-3: Housing Growth in Pacific County Cities (1990-2006)



Source: Intercensal Estimates, Office of Financial Management, Washington

Figure B-4: Population Growth in Pacific County Cities (1990-2006)



Source: Intercensal Estimates, Office of Financial Management, Washington

The above demonstrate the strategic importance of Long Beach’s growth and economy within Pacific County. It is the intent of this plan to better accommodate this projected growth within the County and the city. The City believes that there will continue to be substantial development interest in Long Beach. While past population trends may suggest that Long Beach will not experience significant “population growth” in the 20-year planning horizon (see Figure H-1 in the Appendix), the City’s demographics and settlement patterns indicate the need for continued residential development. In particular, many of the residences generally considered “seasonal” homes may become permanent residences for baby boomers who eventually retire in the city, thereby causing a unexpected increase in permanent population.

OFM has projected low, intermediate and high population growth projections for Long Beach. A review of Pacific County’s past 10-year growth patterns suggests that growth may fall somewhere in between the intermediate and high projections. If we take our cue from development patterns in 2006 and presume that over the next 20years, Pacific County will more closely follow the high projection trend, then it is expected that the County population in 2025 may reach the OFM’s projected 26,987. This forecast implies an additional 5,487 persons countywide over the next 20 years, as shown below:

Figure B-5: Population Projections for Pacific County (2025)

	2000	2005	2010	2015	2020	2025
Pacific County Population	20,984	22,424	23,383	24,549	25,784	26,987

Source: OFM/Forecasting, January 2002

One way to benchmark the growth forecast is to compare the forecast's intermediate years with the annual OFM population estimates. Though the high forecast estimated a 2005 population estimate of 22,424 for Pacific County, the OFM estimate for April 1, 2005 was only 21,300. With the 2000 census figure at 20,984, the 2005 estimate means that instead of gaining 1,440 persons from 2000 to 2005 as suggested by the high forecast, Pacific County has only gained 316. Thus far, growth in Pacific County is lagging behind the high forecast.

Past trends indicate that over 70 percent of new development will likely occur in the unincorporated (i.e., rural) parts of the County—contrary to the goal of the GMA to accommodate the majority of new growth in urban areas. Nevertheless, under those same assumptions, between 1,200 and 1,400 new residents would be projected for the incorporated areas. Long Beach is likely to capture between 55 and 65 percent of the projected incorporated population increase, amounting to between **700 and 900 persons** in this planning period.

The City of Long Beach made a presentation of the above assessment and population projections to County Commissioners on March 7, 2007 and to the Pacific County Council of Governments and the Economic Development Council on April 11. There were no formal objections to the proposed population projections and the absorption rates for the city of Long Beach.

Currently, there is no data to predict more precisely how the ratio of housing units to permanent population may evolve over the next 20 years. The range in Long Beach from 1.09 to 1.27 and in Pacific County between 1.45 and 1.52 suggests that in 20 years it might approximate **1:1.1** in the Long Beach area. Under that scenario, the city of Long Beach would need to plan for an additional **640 to 820** housing units over the next 20 years.

Several housing trends are worth noting—anecdotal evidence suggests that housing units built for seasonal occupancy—have been increasingly occupied by permanent year-round residents. This trend has important implications for Long Beach. First, it supports the national demographic trend of a growing “baby-boomer” population coming of age to retire, as well as local observations that the city is an increasingly desirable location for a growing permanent urban retirement population. Second, it means that the city's economic dependency on tourism-related spending by short-term visitors may require additional housing stock or other short-term accommodations in the future to maintain adequate housing supply for both new permanent and short-term visitors. A growing retirement population has the potential to alter the City's economic and fiscal characteristics as well.

By accommodating the population and projected housing market, and responding to the housing trends discussed above, this comprehensive plan is closely aligned with the goals of the Growth Management Act. It is well poised to cater to this quantity of new development.

6. MARKET CONTEXT AND DEVELOPMENT PROGRAMMING

Community goals that relate to the development of the city's commercial districts include:

- Guiding development in a manner that strengthens the coastal village atmosphere treasured by residents and tourists alike;
- Fortifying the sense of place and destination by identifying a location for a new multi-functional Civic Campus and/or multipurpose Community Center;
- Supporting a variety of activities to foster a year-round economy; and
- Creating a node for neighborhood-commercial businesses.

6.1 Demand for Commerce

A common perception of a small town “downtown” is a commercial setting with some housing adjacent to or above shops. The reality is that there is only a limited amount of commercial space that can be developed in any area. Even with a strong visitor element, it is not realistic to expect that all of Long Beach's downtown area will be commercial; there is not adequate demand to support such a level of commercial development, particularly where visibility is reduced. Therefore, the primary strip must evolve with a combination of activities including some retail uses, some housing, some institutional uses, some employment-generating uses, and interim uses (such as some existing activities)—which buy time until the market can justify more intense activities that can replace softer uses.

In Long Beach's case, market support for retail and office development evolves from a strong housing market and strong visitor spending. However, Long Beach's lack of overnight lodging facilities will hinder the opportunities for increased visitor spending. This section describes a possible development program for the Long Beach area which reflects market opportunities, site conditions, community goals and other factors. This development program that describes a suggested mix of land uses must remain flexible to changing market conditions.

Any redevelopment must consider the needs of residents as well as visitors to the area. These considerations include price, size, quality levels, image, competition, quality of life and other factors. Proposed buildings need to be reasonably consistent with the value of nearby development. Some upgrading is possible; however, since financing is dependent upon appraisals, which are dependent upon the value of nearby property, financing new development or major redevelopment may be difficult during the near-term plan period.

The central stretch of Long Beach along Pacific Avenue is challenged by several other conditions that shape the recommended strategy to guide future development in the area.

- The middle section of Long Beach is a long commercial strip along Pacific Avenue, with no distinguishable core. It lacks any specific identity.
- Commercial rents are currently low and can be expected to stay that way at least for the short-term (several years) under existing leases. New commercial construction cannot be justified by prevailing rents; so there is a forced dependence on redeveloping existing commercial buildings because they can operate with less debt and therefore allow lower rents.
- The lack of a convention center or sizable meeting space limits the potential for conventions and other larger gatherings to select Long Beach; another deterrent for investing in overnight lodging accommodations; and limiting opportunities for off-season tourism.
- City of Long Beach has limited funds available for redevelopment efforts. City dollars will need to be leveraged with private dollars at every step.

6.2 Proposed Development Program

New development for Long Beach's must realistically build upon what is in place today. Current opportunities and constraints suggest that this plan should focus on renovation and redevelopment of existing commercial buildings.

The recommended development program for the plan is therefore a **mixed-use commercial district** that includes some convenience and community commercial and housing along Pacific Avenue, with a more intensive node between Bolstad Avenue and Sid Snyder Drive. With continued population growth on the Long Beach Peninsula, new development in central Long Beach could hope to capture some of this increased buying power and visitor spending. This mixed-use district could reasonably be expected to capture some additional retail-commercial (possibly 20,000 to 25,000 square feet), some additional office-commercial (15,000 square feet), some higher-density housing, and some flexible employment space, designed to meet changing market conditions and demand. Other types of downtown-appropriate uses might include an arcade of small-scale artist spaces that might be used for the retail display of items during tourist season and for studio and production time during the off-season.

Housing is a use that could occupy a significant portion of the area designated for mixed-use development along Pacific Avenue. Higher-density multi-family housing in vacant and otherwise underdeveloped areas can help define streets and create some of the round-the-clock activity required for a vibrant commercial core. Developers can use the strong housing market to create a de-facto phasing plan for future development. Building **multi-family housing first** helps bring the buying power necessary to support future commercial development in the area. As commercial

interest intensifies, these higher intensity residences can be renovated for mixed-use development.

The proposed **Civic Campus** can frame the eastern side of downtown by creating a central location for multiple public uses, such as a library, meeting space, new city hall, and police, among others.

Many tourism-oriented areas are seeing the revival of the “**informal**” **economic sector** including vending, street performers, casual or mobile salespeople. A farmers’ market(s) or other informal vending can occur in an open-air or partially enclosed setting, encouraging activity while keeping development costs minimal. A large, well-designed and located **pavilion** could accommodate many of these informal activities during inclement weather and off-season, at a relatively low price.

The implementation plan must consider the constraints and the potential impacts to the existing buildings and uses. For example, some of the existing properties have existing long-term leases and non-conforming uses. Any future development must deal realistically with these and similar conditions on any property. Existing nonconforming uses must be allowed to continue and be improved, as appropriate.

The Public Market Collaborative (PMC), a program of the nonprofit Project for Public Spaces, provides on-site technical assistance to market sponsors interested in establishing, expanding or revitalizing public markets. Information is contained here: http://www.pps.org/project_lists/PublicMarkets/PublicMarket.html

Lastly, Long Beach has successfully drawn and captured tourist spending for most of the year. In order to extend this economy into off-season months, the city and local Chamber will need to develop a marketing strategy and invest in needed infrastructure in order to effectively handle the additional volume.

6.3 Market Summary

Market indicators suggest support for retail and commercial uses, but businesses in Long Beach continue to face the eminent challenge of consumer leakage to larger concentrations of retail and business operations in the region, particularly to Astoria in Oregon. Long Beach’s demographics and small household size, however, could justify an increased emphasis on consumer convenience. Consumers are likely to become patrons of businesses that are easier for them to reach. The outcome of this phenomenon could lead to more local capture in the retail, restaurant and office markets - augmenting city revenues. By adopting strategies to encourage increased commercial activity particularly during off-seasons, the City of Long Beach can increase its tax base and retain more local dollars, all the while enlivening itself as a community.

7. BUILDABLE LAND CAPACITY ANALYSIS

Long Beach's 2006 population projections indicate that the city will need to demonstrate that it can accommodate between 700 and 900 new residents or 640 and 820 new homes over the next 20 years. Some of these residences will be seasonal or temporary homes. The GMA requires that this Comprehensive Plan update show how the City is planning to accommodate this population.

The City of Long Beach can either increase allowable densities to accommodate this growth through more intense new development or redevelopment within current city limits. Or, it can extend its city limits and spread this growth over a larger area. Since the city of Long Beach's economy and affordability goals will depend on a larger portfolio of affordable homes in the future, the plan proposes a blend of the above two strategies - some low-density development in a designated urban growth area and some higher density infill development and redevelopment, some of which will be mixed-use.

The Vacant Land inventory was created by City Staff. Site reconnaissance corroborated or at times enhanced GIS-based parcel data. GIS was also used to measure the area of wetlands within each parcel. Wetlands data was available through two sources: National Wetlands Inventory and a Wetland Survey of Long Beach (2000). Those wetlands above a certain size were assigned a buffer according to the description in the Section 4.4 of the Appendix (Critical Areas). The latter is fairly precise. The former is more general. Therefore NWI wetlands and their buffers were assigned a 50% value. This presumes that only 50% of the NWI wetlands area and buffer requirements will need to be protected or mitigated during development.

GMA requires an assessment of only residential land development. Therefore the development lands capacity analysis measures vacancy of only those parcels that are targeted for future residential or mixed-use (residential and commercial) development. Of the available land, it was presumed that approximately 78% of this land would be available since the remaining land would be otherwise used for roads, parks, and so on. Of the residual land, it was presumed that 25% would not be developed during the plan period due to market factors, such as weak absorption of new development, or a disinclination of property owners to sell and so on. The remaining land is what is considered buildable. Therefore while 170 acres are vacant in Long Beach, only 74 acres or less than half the vacant land will likely be developed over the plan period. The number of residents this land can accommodate is calculated based on projected density for the various land use zones, and is calculated below.

According to Figure H-3 in the Appendix, existing zoning and density distribution can accommodate 437 and 558 new residents. This fails to accommodate about 260 to 340 of the additional new people projected to reside in the city. The future land use plan proposes increasing density and encouraging mixed-use development. This

allows the city to incorporate 730 to 860 new residents. (See Figure H-4 in the Appendix)

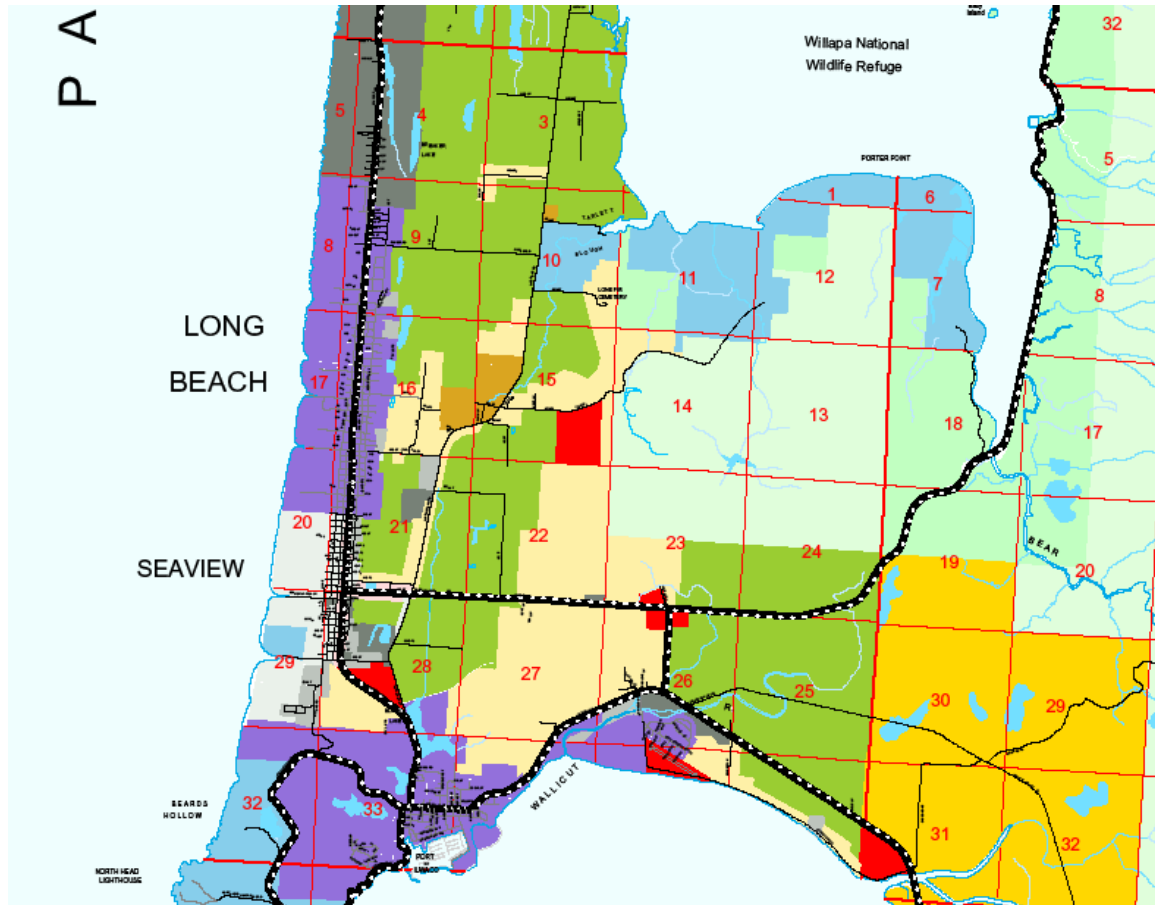
Any potential shortfall created through in-city development could be fully covered by development in the 2016 Urban Growth Area. This area is currently under County Zoning R-3 for resort. This allows minimum lot sizes of 11,000 square feet or a maximum density of 4 du/acre. This plan proposes increasing the density from a low of 4 to a high of 7 du/acre. This is the basis for the housing and density projections in Figure B-6. Therefore 108 acres in the north UGA can hold between 235 and 411 homes or about 300 to 530 new residents based on currently vacant parcels. See H-5 in the Appendix. So any future growth would count against the city's forecast growth.

Figure B-6: Summary of Buildable Lands Capacity Analysis

BUILDABLE LANDS CAPACITY	Total Homes		% Permanent Dwelling^^		Resident Population Projection**	
	du		du		persons	
	LOW	HIGH	LOW	HIGH	LOW	HIGH
Existing Zoning	343	438	230	293	437	558
Proposed Zoning	571	674	382	451	726	858
UGA North only	235	411	157	276	299	524
East UGA only	31	31	21	21	40	40
TOTAL	837	1116	561	748	1066	1421

The plan recommends another UGA along the city's eastern edge. This not only addresses properties that are currently *partially* within the city's limits but also includes the few isolated properties in that area that still use county services. See Figure A-2 in Appendix A. These lands are either under County Zoning Agriculture or R-2 (General Residential). The AG Zoning allows only one dwelling unit per 5 acres. The R-2 Zoning is similar to R-3 discussed earlier. It too has a permissible density of 4 du/acre. This plan proposes a Long Beach Single Family land use classification for these properties with an associated density variance between 4 and 7 dwelling units per acre.

Figure B-7: 2007 Pacific County Zoning



SELECT LAND USE DISTRICTS FOR PACIFIC COUNTY (2004)

- Conservation (CD)
- Agricultural (AG)
- Remote Rural (RR-1)
- Rural Residential (RR)
- Rural Lands (RL)
- Restricted Residential (R-1)
- General Residential (R-2)
- Resort (R-3)

8. URBAN GROWTH AREA (UGA) POLICIES

The GMA specifies certain minimum requirements for UGA formation. These include the following provisions of RCW 36.70A.110:

- An urban growth area may include territory that is located outside of a city only if such territory already is characterized by urban growth whether or not the urban growth area includes a city, or is adjacent to territory already characterized by urban growth. (RCW 36.70A.110(1))
- Based upon the growth management population projection made for the county by the office of financial management, the county and each city within the county shall include areas and densities sufficient to permit the urban growth that is projected to occur in the county or city for the succeeding twenty-year period. 36.70A.110(2)
- Each urban growth area shall permit urban densities and shall include greenbelt and open space areas. 36.70A.110(2)
- An urban growth area determination may include a reasonable land market supply factor and shall permit a range of urban densities and uses. 36.70A.110(2)
- Cities and counties have discretion in their comprehensive plans to make many choices about accommodating growth. 36.70A.110(2)
- Urban growth should be located first in areas already characterized by urban growth that have adequate existing public facility and service capacities to serve such development, second in areas already characterized by urban growth that will be served adequately by a combination of both existing public facilities and services and any additional needed public facilities and services that are provided by either public or private sources, and third in the remaining portions of the urban growth areas. 36.70A.110(3)
- In general, cities are the units of local government most appropriate to provide urban governmental services. In general, it is not appropriate that urban governmental services be extended to or expanded in rural areas except in those limited circumstances shown to be necessary to protect basic public health and safety and the environment and when such services are financially supportable at rural densities and do not permit urban development. 36.70A.110(4)

The Future Land Use Map in the 1996 Comprehensive Plan refers to a 10-year and a 20-year UGA boundary. All of the 10-year UGA has already been annexed (10.4 acres – See Figure H-2 in Appendix A). This included properties that have been mostly parceled into 4 unit-per-acre lots. The 108 acres within the 20-year UGA identified in the 1996 plan have not been annexed. This area is zoned Resort (R-3) is

generally being built out at a minimum density of 4 units per acre and is mostly single-family residential.

8.1 Pacific County UGA-Related Goals and Policies

As mentioned earlier, the County has established criteria for determining a city's Urban Growth Area(s). In addition, several of its Goals and Policies relate to the appropriate designation of a city's Urban Growth Area. These are listed below and were referenced in confirming Long Beach's current UGA limits.

Goal LU-3: The County's designated Urban Growth Areas should cumulatively provide the area and densities sufficient to permit the urban growth that is projected to occur in the County over the succeeding 20 years.

Policy LU- 3.1: Urban growth areas contiguous to an incorporated city should contain areas characterized by urban growth with minimum densities of four units per acres.

Policy LU-3.2: Urban growth areas should be served by or planned to be served by municipal utilities.

Policy LU-3.3: Urban growth areas should contain vacant land near existing urban areas that is capable of supporting urban development.

Policy LU-3.4: Urban growth areas should be designated so as to be compatible with the use of designated natural resource lands and critical areas.

Policy LU-3.5: Urban growth areas should follow logical boundaries and consider citizen preferences.

Policy LU-3.6: The County should attempt to reach agreement with each incorporated city as designated in this comprehensive plan on the location of an urban growth area boundary.

Policy LU-3.7: Prior expansion of urban growth area containing an incorporated city, it should be shown that the expansion area can and will be served by municipal sewer and water within a time frame accepted by the County, and in a manner that does not degrade surface or ground waters.

Policy LU-3.8: Expansion of an urban growth area boundary should meet one of the following two criteria:

- There is insufficient land within the existing urban growth area to permit the urban growth that is forecast to occur in the succeeding 20 years; or
- An overriding public interest is shown for moving the urban growth area in order to gain a public benefit related to protecting public health, safety and welfare; enabling more effective, efficient provision of sewer or water service; or enabling locally-adopted Comprehensive Plans to more effectively meet the goals of the Washington State Growth Management Act.

Policy LU-3.9: The area that is designated for the expansion of any urban growth area should be contiguous to an existing urban growth boundary.

Policy LU-3.10: Reductions in any urban growth boundary should ensure that sufficient land will remain within the reduced urban growth area to permit the urban growth that is forecast to occur in the succeeding 20 years.

Policy LU-3.11: Expansion or reductions in any urban growth area should take into consideration the presence of natural resource lands and critical areas.

Policy LU-3.12: The designation of or change to urban growth areas should be consistent with the Pacific County-Wide Planning Policies.

Goal LU-4: A Comprehensive Plan should be maintained for each urban growth area attached to an incorporated city. For urban growth areas around un-incorporated centers and for RAIDs, the policy framework for urban growth should be embodied either in this Comprehensive Plan or in an optional County Sub-Area Plan.

Policy LU-4.1: Compatible level of service standards for public services and facilities should be adopted and maintained among jurisdictions within urban growth areas.

Policy LU-4.2: For each city urban growth area the County and the municipalities should establish common standards for roads and utilities.

Goal LU-5: The County's designated Urban Growth Areas and RAIDs should concentrate medium and higher-intensity residential, commercial and industrial development in urban growth areas in a way that ensures livability and preservation of environmental quality, open space retention, varied and affordable housing, high quality urban services at the least cost, and orderly transition of land from the County to a city.

Policy LU-5.1: Infilling in areas already characterized by urban growth that have the capacity and provide public services and facilities to serve urban development should be encouraged.

Policy LU-5.2: Urban development and facilities should be phased outward from core areas.

Policy LU-5.3: Where urban services and utilities are not yet available in urban growth area, development should be configured so that urban development may eventually infill and become urban.

Policy LU-5.4: Residential development in urban growth areas and overall densities should be high enough to support efficient public services and provide for affordable housing choices. There should be a variety of densities based on land capability, environmental sensitivity, and capacity of public services.

Policy LU-5.5: Industrial and commercial development of all types may occur in urban growth areas, particularly the larger and more intensive types of development which require higher levels of public services and facilities. Within the urban growth

areas around the incorporated cities, the industrial and larger commercial development should take place inside the cities themselves in order to support their roles as the economic centers of their areas.

Policy LU-5.7: Open space lands contributing to the livability of urban growth areas should be preserved, including those providing scenic amenity, community identity, and buffers within and between urban and rural areas.

Policy LU-5.8: A variety of densities and single- and multi-family housing should be provided in urban growth areas.

Goal LU-6: The County should review annexations and incorporations to ensure consistency with this Comprehensive Plan, and to evaluate impacts on County land use, traffic circulation, public services and facilities, and the integrity and continuity of service areas and boundaries.

Policy LU-6.1: Cities and the County shall support annexations and incorporations to ensure consistency with this Comprehensive Plan, and to evaluate impacts on County land use, traffic circulation, public services and facilities, and the integrity and continuity of service areas and boundaries.

Policy LU-6.2: Annexations of unincorporated islands within an urban growth area should be actively encouraged and creation of new unincorporated islands should be discouraged.

Policy LU-6.3: Annexations will not be permitted outside of designated urban growth areas.

Policy LU-6.4: Cities may require an annexation commitment as a condition of utility service within designated urban growth areas.

Policy LU-6.5: New city incorporations should provide adequate facilities and services for urban growth consistent with the Comprehensive Plan.

Policy LU-6.6: Cities and the County should jointly develop annexation agreements which define policies, including sharing of revenue of annexation reimbursement for capital projects developed by the County, maintenance of infrastructure, inclusion of roads and streets, and other issues.

9. ANNEXATION³

The basic methods by which cities may annex territory are: **the new petition** method in SSB 5409 (codified in RCW 35.13.410-.460 and RCW 35A.14.420-.450), which requires support of property owners representing a majority of the area proposed for annexation and of a majority of the voters in the area; **the "old" petition** method, which requires approval from owners of property representing a certain percentage of

³ City of Vancouver, Washington web site

the assessed value of the proposed annexation area; and the **election method**, which requires approval of the voters in the proposed annexation area. Two other methods of annexation - municipal purpose annexations and annexations of "islands" of unincorporated territory - are available only in limited circumstances.

The methods by which cities may annex territory are governed strictly by state law, and they vary somewhat by city classification. Cities and towns located in counties that plan under the Growth Management Act may only annex property that is located within their designated urban growth areas.

MRSC has produced an *Annexation Handbook* (last updated November 2004) that outlines the pro and con arguments for annexation, consequences of annexation, reviews the methods for annexation, and discusses the role of boundary review boards in annexation process.

9.1 Seventy-Five Percent Petition

- A petition submitted by owners representing at least 75 percent of the property value in the area, which is computed according to the assessed valuation of the property in the proposed annexation area for general taxation purposes.

9.2 Election (Initiated by Residents)

- Annexation is initiated by a petition signed by 20 percent of the number of voters living in the area to be annexed (who voted in the last election).
- A formal election is held for simple majority of registered voters in the proposed annexation area.

9.3 Election (Initiated by City of Long Beach)

- Annexation is initiated by City Council resolution.
- A formal election is held for a simple majority vote of registered voters in the proposed annexation area.

9.4 Annexing for Municipal Purposes

- A first or second class city may, by a majority vote of the council, annex territory outside its limits for any municipal purpose (and private purpose with 100% support). This may be done regardless of whether the territory is contiguous or noncontiguous. A condition of this method of annexation is that either the property to be annexed must be owned by the city or town OR ALL of the owners of the property must give their written consent to the annexation.
- The annexation requires enactment of an ordinance by majority vote of the City Council.
- This method is appropriate for annexing city or town parks, cemeteries, and for other municipal purposes.

9.5 Federally-Owned Areas

- A first class city may annex any contiguous federally-owned area which the federal government has given, granted, or leased to the city, or over which the federal government has ceded jurisdiction of the area, thereby giving the city the right to occupy or control it.
- The city must by ordinance “accept” the gift, grant, lease, or cessation of jurisdiction.

9.6 Unincorporated Islands

- When there is an unincorporated area (1) containing less than 100 acres of which at least 80 percent of the boundaries are contiguous to a code city or, (2) of any size and having at least 80 percent of the boundaries contiguous to a code city and if the area existed before June 30, 1994, is within the same county and urban growth area designated under RCW 36.70A.110, and the city was planning under the Growth Management Act as of June 30, 1994, the City Council may initiate annexation proceedings by resolution.
- Annexation by this method is potentially subject to a referendum election within the unincorporated territory.

9.7 Boundary Line Adjustments

- Existing or proposed city boundary lines can be adjusted to avoid a controversy over a common boundary line (RCW 35.13.300 - .340).
- The process also applies to a situation where two cities are separated or would be separated only by the right-of-way of a public street, road, or highway, other than where a boundary line runs from one edge to the other edge of the right-of-way.
- Boundary adjustments can also be made where a portion of a parcel of land is located partially within and partially without city boundaries.

9.8 Double-Majority

- This is Washington State's latest method of annexation (passed into law in May 2003) and allows annexation of land on which owners or residents have circulated and submitted a petition for annexation signed by both a) owners of a simple majority of the acreage proposed for annexation AND b) a simple majority of the area's qualified voters.

9.9 The Benefits of Annexation

There are many benefits from an area being annexed into a city. This may range from residents in the newly annexed area benefiting from an urban level of services to having a greater voice in city government. Improved urban services start with sewer hook-ups and also include benefits, depending on the area access to better police and fire services or street lights. Being able to affect local decision making includes the

ability to influence land use planning, community programs, etc. If upfront capital facility costs are paid for by development, annexation can help augment a community's revenue through increased property tax.

When annexation significantly increases a city's size and population it can, in some instances raises its level of political influence, prestige, ability to attract desirable commercial and industrial development as well as employment opportunities.

Annexation also gives the host city some control over the physical environment of the newly annexed area. If the annexed area is a part of the host city's "gateway" then annexation can also help the host city improve the appearance of the city's entrance.

9.10 Long Beach Annexation History

Since 1994, the city has annexed over 126.2 acres along its northern and eastern edges. These are shown in the Figure A-3 in Appendix A. The size of annexations has varied from 1.5 acres (two annexations) to 47 acres (two annexations). Future annexation will need to adhere to RCW 36.70A.350, which requires the county's UGAs to be reviewed by the County every 10 years.

10.FISCAL ANALYSIS

This is a discussion of a preliminary estimate of the fiscal impact of providing urban services to the proposed land uses designated in this comprehensive plan. It estimates new municipal revenue that may be generated by new development and new municipal expenditures related to provision of services to the associated development.⁴

Please note that these figures are preliminary and are based on very general information. As such, these estimates are intended for illustrative purposes and not intended to serve as a budget forecast. A more accurate evaluation of potential fiscal impacts of future development would require further development planning with respect to size and types of development intended. The projected impact of some items may be greater or lesser than represented in this memo. In addition, employing different methodological approaches for predicting fiscal impact are also likely to lead to different estimates. With these caveats in mind, the analysis below is likely to be directionally correct and could serve as an useful guide for decision making.

10.1 Budgetary Context

Like many municipalities in Washington, Long Beach collects user fees and charges to fund a variety of public services to new development, including sewer, water, and stormwater. Other services, such as police and fire protection, are not entitled to these same charges. As a result, revenues related to police and fire protection are

⁴ This analysis was performed using publicly available data sources, information provided by city officials, and discussions with Finance Director David Glasson.

provided through the General Fund, whose primary sources of revenue are property and sales taxes. This overview provides a preliminary fiscal impact for the provision of these urban services.

10.1.a. WATER AND SEWER

The City of Long Beach manages the water and sewer expenditures together in fund 401. The City collects a monthly water fee based on user type (residential or commercial) and size of supply line (for commercial users). These fees range from \$20.32 per month for a residential line within the city to \$84.63 for a commercial 3-inch line outside the city. The sewer fee is also collected based on the type of user, currently \$35.91 per month for a residential user. The fees by user type are shown in the capital facilities existing conditions analysis in the Appendix. From the 2006 budget, the City expended approximately \$1.34 million on water and sewer provision.

10.1.b. STORMWATER

The City's stormwater utility formed in 1993 collects a monthly service charge of \$8.27 per housing unit or equivalent residential unit (ERU) of nonresidential developed property. It is managed in the City's budget fund 410. From the 2006 budget, the City expended approximately \$87,000 for the management of stormwater. Total ERUs based on 2007 billings is 1,666.5.

10.1.c. POLICE

The City manages its police department budget as Fund 004. The police department is funded through disbursements from the City's general fund, whose primary sources of funding are the property and sales taxes. For the 2006 budget, the City expended approximately \$709,040 for police protection. In addition to serving the City of Long Beach, the police department also provides police protection to the City of Ilwaco, through a contract for law enforcement services valued at approximately \$158,000 annually.

10.1.d. FIRE

Like the police department, the fire department—whose budget is managed in the current expense budget (Fund 001)—is funded through the general fund. The volunteer fire department manages to keep expenses low, though the city pays for disability insurance to protect its volunteer staff and provides small stipends for the fire chief and assistant fire chief. The 2006 budget shows expenditures totaling approximately \$60,000.

10.2 *Analysis and Discussion*

One way to approach the fiscal impact of providing urban services is to establish a cost per unit for certain urban services. The theory behind this approach is that the total expenditures can be divided among the total units of users—presuming those users are roughly equivalent in their usage.

According to the City, this approach applies to calculations related to water, sewer, and stormwater. The City however, viewed police and fire protection service levels to be related to crime (for police) and number of calls (for fire), rather than have it based on levels of population or development.

Currently with approximately one officer for every 200 people, Long Beach’s officer-to-population ratio is relatively high when compared to the Pacific County Sheriff’s Office which has closer to one officer for approximately every 2,000 people. As a result, the community feels the current level of service for police protection is adequate, even with the projected increase in development. Similarly, with the fire department responding to approximately 60 calls per year for several years, the community feels that the current level of service is adequate for fire protection and will continue to be so, even with the projected development.

With about 42 percent of water usage attributable to residential users and with actual expenditures of approximately \$1.34 million, the City of Long Beach expended an estimated total of \$562,800 on water and sewer for residential users. An estimated 1,293 housing units in 2006 yielded a per-unit cost of approximately \$435 for provision of water and sewer, as shown in Figure B-7.

Figure B-8: Water and Sewer Estimate of Fiscal Impact

EXPENDITURES	
Actual expenditures (2006)	\$1,340,000
Estimated portion of water/sewer expenditures for residential users	42%
Estimated total number of housing units (2006)	1,293
Estimated annual per-unit cost of providing water and sewer service	\$435.27
Number of new housing units	800
ESTIMATED NEW EXPENDITURES RELATED TO PROVISION OF WATER AND SEWER TO FUTURE HOUSING UNITS	\$348,213
Revenue	
Number of new housing units	800
Monthly water charge	\$20.32
Monthly sewer charge	\$35.91
Total new water revenue	\$195,072
Total new sewer revenue	\$344,736
ESTIMATED NEW WATER AND SEWER REVENUES COLLECTED FROM FUTURE HOUSING UNITS	\$539,808
ESTIMATED NET FISCAL IMPACT RELATED TO PROVISION OF WATER AND SEWER SERVICE TO FUTURE HOUSING UNITS	\$191,595

Source:

With an estimated 800 new housing units to be developed under the proposed comprehensive plan and these estimated annual costs to provide water and sewer service, the city would expect to spend nearly \$350,000 to provide water and sewer to these new housing units. Given the monthly water charge of \$20.32 and monthly sewer charge of \$35.91, these new units would generate nearly \$540,000 in new revenue, yielding a positive net fiscal impact of over \$190,000, as shown in Figure B-8: Water and Sewer Estimate of Fiscal Impact

For stormwater, the City spent approximately \$87,000 on stormwater management for the 2006 budget year, about 75 percent attributable to residential land uses. With the estimated 1,293 households, these expenditures and estimated households yield an estimated annual per-unit cost of \$50.52.

Figure B-9: Stormwater Estimate of Fiscal Impact

EXPENDITURES	
Actual expenditures (2006)	\$87,000
Estimated portion of water/sewer expenditures for residential users	75.1%
Estimated total number of housing units (2006)	1,293
Estimated annual per-unit cost of providing water and sewer service	\$50.52
Number of new housing units	800
ESTIMATED NEW EXPENDITURES RELATED TO PROVISION OF STORMWATER MANAGEMENT TO FUTURE HOUSING UNITS	\$40,418
Revenue	
Number of new housing units	800
Monthly stormwater charge	\$8.27
ESTIMATED NEW STORMWATER REVENUES COLLECTED FROM FUTURE HOUSING UNITS	\$79,392
ESTIMATED NET FISCAL IMPACT RELATED TO PROVISION OF STORMWATER MANAGEMENT TO FUTURE HOUSING UNITS	\$38,974

Again, assuming development of approximately 800 new housing units as anticipated by the proposed comprehensive plan, the city would be expected to spend over \$40,000 to manage stormwater from the newly developed properties. With a current monthly stormwater charge of \$8.27, these same 800 units would result in estimated new stormwater revenues of over \$79,000, resulting in a net positive fiscal impact of nearly \$39,000 as a result of the development.

There are potential shortcomings related to this per-unit cost approach. First, these services are provided not only to residential properties, but also to retail, office, and industrial developments, as well as institutional and public buildings, open space, and other land uses. This approach assumes non-residential uses will grow at a rate comparable to residential uses, in order to hold these relationships constant. This assumption is generally reasonable because the non-residential uses can be expected to grow to serve a growing resident and visitor population.

Second, the average cost of providing public services does not differentiate between fixed costs and variable costs. For example, at certain points, there will be additional capital costs (e.g. new station locations or equipment purchases) associated with the provision of increasing urban services. While this level of analysis may be reasonable for this early stage of investigation, increased capital costs represent a great risk factor that could change the conclusions of the fiscal impact of providing these services.

10.3 *Summary*

This analysis suggests that the potential exists for new development to generate net new fiscal revenues. Based on an initial analysis of actual expenditures, it appears that revenues generated by new development in the key areas of water and sewer provision and stormwater management may be sufficient to provide these key urban services at a level consistent with its current level.

Again, these estimates are illustrative and not intended to serve as a budget forecast. A more accurate evaluation of potential fiscal impacts of future development would require further development planning with respect to size and types of development.

In addition, this analysis did not consider additional capital costs. Therefore, it is possible to conclude directionally that revenues generated by the project will be sufficient to cover newly incurred costs of providing services to the area, but it is not possible to estimate whether there will be sufficient funds to pay for any required capital construction expenditures.

C. Goals and Strategies

1. Urban Form	C-1
2. Land Use	C-6
3. Housing	C-11
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This section contains the goals and strategies for the nine elements required by the GMA. Each Element is driven by a “vision statement” that is a derivative of the citywide Vision developed by the community.

1. URBAN FORM

1.1 Vision

With an elegant skyline that resonates with the natural heritage areas in the foreground, Long Beach develops an identity and spatial quality that is distinct from other seaside resort towns in the Northwest. It maintains its walkability and easy access as new developments integrate city codes and other development regulations with care. With clear edges and improved entrances, Long Beach enthralls the visitor and offers a memorable experience that draws visitors back - again and again.

1.2 Urban Form Goals and Strategies

Goal 1 - 1 Foster the image of Long Beach as a unique, distinctive and attractive place to live, work and visit.

Strategy 1-1-a Continue to give precedence to design quality and the buildings’ street frontage during the review of residential, commercial and resort buildings in the city for their integration with Long Beach’s early seashore theme.

Strategy 1-1-b Periodically review the city’s Design Guidelines and the design review process to consider their effectiveness; prepare and adopt updates as necessary to address changes in development patterns, trends and practices.

Strategy 1-1-c Provide informational and educational opportunities on design review for Planning Commissioners and City Council members, as well as property owners, realtors, architects and developers.

Strategy 1-1-d Develop standards and street furniture specifications for the city’s public realm including streets, parks and plazas.

- Strategy 1-1-e Continue to regulate signs throughout the city, and work to remove non-conforming and obsolete signs that detract from the visual appearance of the city.
- Strategy 1-1-f Encourage renovation of older properties so they are more compatible with the desired visual character of the area and fit into the urban fabric. Consider developing incentive programs such as low-interest loans or design and technical assistance.
- Strategy 1-1-g Review site standards for recreational vehicle parks for better integration into the neighborhoods.
- Strategy 1-1-h Continue to conduct design review for commercial development in order to develop and enhance the image of Long Beach as a distinctive destination.
- Strategy 1-1-i Provide incentives for a mix of uses within commercial areas, particularly a vertical mix of uses that has been shown elsewhere to create a vibrant 18-hour neighborhood.
- Strategy 1-1-j Make sure public infrastructure fits in with and enhances the early seashore theme.
- Strategy 1-1-k Develop a public art program and a conceptual Art Plan for the downtown area.
- Strategy 1-1-l Encourage the preservation of the murals that depict the natural and cultural heritage of Long Beach and the Peninsula. Work with local organizations to develop strategies and cultivate funding sources for their maintenance.
- Strategy 1-1-m Develop consistent sign standards for street signs, visitor wayfinding and public announcements.
- Strategy 1-1-n Continue to regulate signs so businesses are clearly identified while protecting the city from visual clutter.
- Strategy 1-1-o Review site development, in particular lighting and landscaping standards to minimize the impact of the many large parking lots on the pedestrian environment.
- Goal 1 - 2 Integrate new developments into the fabric and patterns of the existing neighborhoods.*
- Strategy 1-2-a Require all new development (except for industrial lands) to provide access through the site that connects the interior of each

development to the surrounding road network. Larger developments should have more than one access points. Tools include:

- Dedication of rights-of-way
- Public purchase of right-of-way
- Private easement
- Site design review

Strategy 1-2-b Where possible, consider developing a network of alleys, especially in higher-density areas and along pedestrian-oriented streets. Alleys allow garages and parking to be placed at the rear of properties. This leaves the street front clear of driveways, makes neighborhoods more walkable, and strengthens the streetscape by allowing buildings to directly address the street.

Strategy 1-2-c Work with older properties that do not have direct access to city streets, to introduce a network of roads that mimics the small grid pattern within the city and maintains the walkable characteristics afforded by the city's typical tight grid. Require all lots in new subdivisions and plats to have street frontage.

Strategy 1-2-d Even when not developed as streets, retain rights-of-way in order to maintain vistas to the dunes and ocean.

Goal 1 - 3 As Long Beach grows and extends further north and east, the character of the city should be reinforced with each new development, including its urban growth areas.

Strategy 1-3-a New large lot developments in the city or outside its limits, including housing and resorts should be designed to link into the surrounding street network and if very large, should provide some public access during the day so as to not disrupt the walkability patterns in the city.

Strategy 1-3-b Create development standards for Long Beach's Urban Growth Areas such that as new buildings and streets are constructed, they adhere to design standards established by the city and will fit in as an integral part of the city if annexed.

Strategy 1-3-c Collaborate with adjoining areas such as Seaview to the south and unincorporated areas to the east to develop street standards and improve public rights-of-way to Long Beach's urban standards and appearance.

Goal 1 - 4 Create unique destinations and memorable public places that strengthen the character and the experience of Long Beach.

Strategy 1-4-a Organize public services and amenities into a campus-like setting. This campus should be flexible and designed to host a variety of community and tourism-related activities.

Strategy 1-4-b Celebrate the entrances into Long Beach through elegant gateway treatments that include landscaping, signage, lighting and art. The main entrances include:

- Pacific Avenue South
- Pacific Avenue North
- Sid Snyder Drive
- Pioneer Road

Strategy 1-4-c Where tourists congregate, purchase property and realign roads to create plazas that allow informal theater, vending, farmer's markets, art fairs, and other attractions. Opportunities include:

- The intersection of Bolstad Avenue and Ocean Beach Boulevard
- Along Bolstad Avenue towards the beach
- Along Sid Snyder Drive towards the beach
- East-west streets within the Old Town area

Strategy 1-4-d Develop a downtown plan that analyzes in further detail the following:

- Opportunities to extend the "main street" appearance into the larger downtown area
- Expand the commercial and mixed-use opportunities to street parallel Pacific Avenue
- Designs for east-west pedestrian connections across Pacific Avenue
- Downtown wide parking strategy
- Public realm plan and list of improvements

Strategy 1-4-e Encourage development at gateway locations that will provide a good first impression of the city.

Strategy 1-4-f The City should work with property owners to directly purchase or secure easements that will widen sidewalks by bus stops to create transit centers. These centers will be designed to provide comfortable waiting

areas for those taking transit, and will become an opportunity for community socialization, information and also shuttle, jitney or taxi services, if applicable.

Strategy 1-4-g Collaborate with the state to develop street and landscaping standards to transform Pacific Avenue Boulevard into a “great street” and an icon for Long Beach in the Peninsula.

Strategy 1-4-h Define each of the commercial areas through distinct design treatments such as landscaping, signage, lighting, etc.

Strategy 1-4-i Create places for people to gather and sit throughout the city but especially in the Old Town area. Such areas may be public or could be created by private property owners.

Strategy 1-4-j Conduct a visitors’ assessment and adopt measures to implement the visual and urban design components of the recommendations.

Goal 1 - 5 Ensure new development as well as renovation of existing buildings adjacent to the surrounding natural areas respect, respond and connect to the character and setting of the surrounding natural landscape.

Strategy 1-5-a Integrate standards into the Unified Development Ordinance for how developments adjacent to natural areas should frame the natural areas and be designed for minimal impact to the surrounding habitat.

Strategy 1-5-b Connect natural areas, trails and trailheads to downtown such that they carefully guide tourists through these delicate ecosystems, and help preserve Long Beach’s signature identity in the Northwest. This is discussed in more detail in the Parks Element.

Strategy 1-5-c Encourage projects and development that enhance and support the natural setting of Long Beach.

Strategy 1-5-d Review and revise design standards and urban form from implications of the zoning that guides the form, massing and appearance of resorts and other structures in the shoreline areas to allow for greater view access from properties further inland, if allowed as a limited amendment to the current Shoreline Master Program or during full update of the SMP.

Strategy 1-5-e In the few instances where access from the commercial areas on Pacific Avenue are connected to the beach via non-residentially zoned properties, establish design criteria for those properties to create a unique street front and environment, perhaps even including retail on the ground level. Consider these changes either as limited amendments or during the Comprehensive SMP amendment.

2. LAND USE

2.1 Vision

Land within Long Beach is recognized as a precious resource and is developed wisely for maximum gain to property owners and the community. Mixed-use districts create an 18-hour environment that is safe and vibrant. Nuisance uses are located at a safe distance from homes and schools. Land regulations are responsive to changing market conditions and are reflected in the city's codes and development standards.

2.2 Land Use Goals and Strategies

2.2.a. GENERAL

Goal 2 - 1 Maintain consistency between city plans, CIP and regulations.

Strategy 2-1-a Update the Future Land Use Map annually to incorporate any land use changes approved through the year.

Strategy 2-1-b Update the existing conditions reports on a regular basis (every 2 years) to record any new developments and public investments or any changes to the natural environment.

Strategy 2-1-c Review the city's CIP on a regular basis for its consistency with goals and implementation strategies in the comprehensive plan.

2.2.b. RESIDENTIAL

Goal 2 - 2 Strengthen Long Beach's identity as a residential community.

Strategy 2-2-a Increase the amount of land zoned for residential purposes.

Strategy 2-2-b Ensure that commercial areas that offer daily consumables and other services are within walking or biking distance of residential areas.

Goal 2 - 3 Facilitate housing opportunities that meet the needs of all our residents, with special consideration for those of special needs and low and moderate incomes

Strategy 2-3-a Encourage a variety of residential building typologies such as mixed-use, row houses, town homes, mobile homes, live-work villages, etc.

Strategy 2-3-b Plan for a variety of residential densities.

Strategy 2-3-c Locate denser residential areas closer to commercially zoned areas.

Goal 2 - 4 Strengthen neighborhood character and appeal.

Strategy 2-4-a Work with residents and property owners to define neighborhood boundaries, entrances and trails through a neighborhood planning program.

Strategy 2-4-b Purchase property and establish zones to create neighborhood gathering places (either parks or community centers).

Strategy 2-4-c Plan for the safety of all residents.

2.2.c. COMMERCIAL/RETAIL

Goal 2 - 5 Diversify the commercial base.

Strategy 2-5-a Work with the county and the Economic Development Council to develop employment flex spaces that can accommodate a variety of small businesses and can also act as an incubator for new and upcoming businesses.

Strategy 2-5-b Maintain distinct commercial zones and standards for visitor-serving, resort and neighborhood-serving businesses.

Strategy 2-5-c Market the city's attractiveness for telecommuters to businesses in nearby metropolitan areas as well those remote seeking branch office locations.

Strategy 2-5-d Create new commercial niches such as artists' live-work villages, assisted living care, and so on.

Goal 2 - 6 Support a variety of business types in the city.

Strategy 2-6-a Develop standards that anticipate and can accommodate a number of different business typologies and sizes.

Strategy 2-6-b Allow for auto-oriented /drive-thru uses in areas other than the downtown core. Develop clear standards for vehicular car access, buffers, landscaping, maintenance, pedestrian access and so on such that they fit better into the town's fabric and pedestrian friendly environment.

Strategy 2-6-c When allowing for large-scale commercial uses, integrate with the architecture of traditional small lot developments in the city by creating variegated façade treatments and varying rooflines. Consider the use of Form-Based Codes in commercial areas.

Goal 2 - 7 Reduce the need for parking through pedestrian traffic and the use of multi-modal transportation in the commercial areas.

Strategy 2-7-a Develop a parking management plan that might include creating centralized, shared public parking lots in commercial areas. Locate these amenities and transit services central to tourist and commercial concentrations.

Strategy 2-7-b Allow commercial uses on Pacific that will not impact pedestrian environment and safety and will accommodate needed parking through on-street spaces on side streets and rear lots.

Strategy 2-7-c Locate commercial businesses within a quarter-mile or walking/ biking distance of Pacific Avenue, Pioneer Road or Sid Snyder Drive.

Strategy 2-7-d Provide access from bike and pedestrian trails to commercial areas.

Strategy 2-7-e Plan for an adequate number and the safe design of bike parking stalls in commercial areas.

Goal 2 - 8 Make the efficient use of commercial land.

Strategy 2-8-a Examine the Zoning Ordinance to determine whether the regulations create barriers to commercial development and consider amendments where appropriate.

Strategy 2-8-b Ensure different types of uses are located in the commercial areas best suited to the type of use and target customer base.

Strategy 2-8-c Educate business owners and provide incentives for them to recess their facades or set a portion of their buildings further into the property in order to create well-designed street level outdoor spaces that enhance the pedestrian environment and safety.

Strategy 2-8-d Where feasible encourage commercial properties to provide parking on site, preferably towards the rear of properties.

2.2.d. RESORT

Goal 2 - 9 Support the development of lodging to cater to a growing number of short-term tourists and other visitors.

Strategy 2-9-a Encourage the development of resort lodging and amenities that attract visitors year-round.

Strategy 2-9-b Support and plan for appropriate resort and/or hotel development.

Strategy 2-9-c Increase the amount of land zoned to allow for resort development, particularly in non-oceanfront locations.

Strategy 2-9-d Discourage the conversion of resorts and other short-term stay entities into condominiums.

Strategy 2-9-e Encourage the design of resorts and visitor amenities that promote eco-tourism and integrate the natural beauty of the area into the site design and architecture through creative design standards that direct the buildings' view, bulk and modulation.

Goal 2 - 10 Consolidate resort lodging and amenities, and minimize their impact on adjacent areas through clear development standards.

Strategy 2-10-a Adopt development standards, design guidelines and incentives that will foster resort development that will enhance the natural and built setting of the city.

Strategy 2-10-b Coordinate, facilitate and regulate short-term stay options for visitors to have minimal impact on the city's permanent residents.

Strategy 2-10-c Coordinate the management of vacation rentals or short-term rentals in the city and work with owners and public service providers such as the police and firefighters to develop a set of acceptable standards and practices for renters.

Strategy 2-10-d Identify desirable areas in the city for bed and breakfasts and provide development standards that will ensure compatibility with surrounding neighborhoods.

Strategy 2-10-e Provide for the establishment of other inexpensive lodging options for tourists, including home stays, hostels or the YMCA.

Strategy 2-10-f Mitigate the parking impacts of resort development through creative incentives and clear access to the city's trails and transit.

Strategy 2-10-g Encourage visitors to move throughout the town by means other than personal vehicles by providing shuttles, creating clear connections and safe routes for pedestrians and bicyclists between resorts and commercial areas, and implement the city's plan for multimodal circulation.

Strategy 2-10-h Require the provision of bicycle storage facilities in resort development.

Strategy 2-10-i Develop public-private partnerships to finance facilities that support the tourist economy and draw new visitors such as a community center, a pavilion, trails, or a new interpretive center.

2.2.e. PUBLIC

Goal 2 - 11 Create public places and facilities that will support and enhance the city's commercial, resort and residential areas, as well as its natural setting.

Strategy 2-11-a Identify, zone and purchase lands for future public facilities, including parks, a civic center, a community center, parking, pavilion and other public amenities.

Strategy 2-11-b Adopt a land use zone for public uses;

Strategy 2-11-c Locate public facilities on streets that have the capacity to handle related traffic flow and are conveniently located for the target users;

Strategy 2-11-d Encourage public facilities to implement “green” development standards when practical,

Strategy 2-11-e Incorporate good urban design into the design of new public facilities. Consider extending the design review process to major public facilities.

Strategy 2-11-f Purchase land (if necessary) and zone it for public use for a series of tourism amenity centers throughout the city that includes maps, public phone for on-demand public transportation system, seats, tables, water fountains, restrooms and similar facilities.

2.2.f. INDUSTRIAL

Goal 2 - 12 Exercise the city's responsibility as an incorporated town within Pacific County to accommodate projected industrial demand.

Strategy 2-12-a Work with Pacific County to develop an industrial lands strategy for the Peninsula and to zone sufficient land for heavy commercial and light industrial development.

Strategy 2-12-b Strengthen development standards for heavy commercial and industrial areas so that they fit better into the city including standards for their noise, visual, air quality and lighting impacts.

Strategy 2-12-c Reduce conflict by careful location of intense commercial and industrial uses and its related traffic away from residential areas.

Strategy 2-12-d Should the County relocate from its facilities in the city, the city should facilitate new industrial development on those lands rather than changing the properties' zoning designation.

Strategy 2-12-e Should there be interest, work with the businesses and the County to identify more appropriate locations for intense commercial or light industrial uses.

2.3 Future Land Use Plan

The Future Land Use Plan was created to maximize Long Beach's capacity to accommodate projected residential development, without compromising its small town environment. At the same, the future land use plan attempts to identify potential commercial properties that could support an eco-tourism based economy, including appropriately located retail and service establishments as well as new hotels and motels, beyond the more expensive shoreline properties. The directives for laying out the desired distribution of land uses include:

- Find adequate number of properties for potential medium- and high-density use;
- Locate higher intensity uses on or close to arterials;
- Break up the monotony of commercial uses along Pacific Avenue;
- Find appropriate areas for resort development;
- Avoid down-zoning wherever possible;
- Identify land for potential light industrial development; and
- Create new zoning designations for parks and public uses/owned parcels.

The Future Land Use Plan (see Figure A-1 in Appendix A) however entails only minor modifications of the earlier land use plan (1996). As Figure C-1 below shows, there is an effort to strengthen the existing housing stock and market by dedicating 29% of land towards residential uses (SFR, MDR and HDR) or 64% of private properties. Commercial land (7%) and Resorts (7%) cover about 30% of the remaining private parcels. Only 6% of private properties allow for mixed-use development. Higher density residential areas are identified around commercial areas and close to arterials. There is no additional land identified for industrial development but the plan does propose a new zone for public uses. Parks and public facility sites are assigned to this new land use category. The community's interest in parks development is reflected in nearly 19% of the city's land dedicated towards parks, recreation and open space, with another 14% dedicated towards beach and natural shoreline (total of 33%). About 10% of the city's land has been set aside for a commercial preference (VC, NC, CI and RC).

Figure H-4 in the Appendix indicates that over 167 acres of residential land are available for development of which a greater portion (93 acres) are within the City's designated Shoreline area. Similarly, there are about 23 acres of vacant commercial

land available (NC, VC and CI) available and nearly 5 acres of land classified as mixed use (either commercial or residential or both). In terms of resort development only 0.16 acres are available inland but over 51 acres are available within the Shoreline area. It should be noted that resort development is also permissible within the 10 acres of vacant land classified under Visitor Commercial.

Figure C-1: Proposed Land Use Distribution

LAND USE CLASSIFICATION	AREA IN ACRES	PERCENT OF TOTAL	PERCENT OF NON-PUBLIC USES
SFR - Single-Family Residential	214.66	18.28	
MDR - Medium Density Residential	75.85	6.46	
HDR - High Density Residential	46.77	3.98	
TOTAL RESIDENTIAL	337.28	28.72%	64.13%
RES - Resort	76.42	6.51	
TOTAL RESORT	76.42	6.51%	14.53%
VC - Visitor Commercial	44.04	3.75	
NC - Neighborhood Commercial	20.10	1.71	
CI - Commercial/Light Industrial	16.59	1.41	
TOTAL COMMERCIAL	80.73	6.87%	15.35%
RC - Residential Commercial	31.47	2.68	
TOTAL MIXED USE	31.47	2.68%	5.98%
<i>TOTAL ACRES, NON-PUBLIC USES</i>	<i>525.90</i>	<i>44.78%</i>	
P - Public	30.94	2.63	
Rights-of-Way	168.00	14.31	
TOTAL PUBLIC & R.O.W.	198.94	16.94%	
REC - Parks and Recreation	226.49	19.29	
Shoreline/Natural Area	214.00	18.22	
TOTAL PARKS, RECREATION, OPEN SPACE	440.49	37.51%	
<i>TOTAL ACRES, PUBLIC USES</i>	<i>639.43</i>	<i>54.45%</i>	
Unknown/Undesignated*	8.89	0.76	
TOTAL	1174.27		

** Unknown/Undesignated includes slivers, unimproved rights-of-way and otherwise not listed as having a use*

This proposed that more than half the area within the city (55%) will remain publicly accessible, whether it is for roads (17%), Parks (19%) or remain a natural beach

(18%). This indicates that 52% or so will actually remain *undeveloped* (excluding the public uses).

The proposed land use categories conform to current zones. The purpose and intent of each land use category, their proposed densities, locational criteria and compatible zones are described below.

2.4 Residential Land Use Classifications:

2.4.a. SINGLE-FAMILY RESIDENTIAL (SFR)

Purpose and Intent:

- To preserve the integrity of existing single-family residential neighborhoods

Location: Variable, but restricted to those areas that can be served by adequate water, sewer, police, fire, roads and other public services in close proximity to city services

Density: Six dwelling units per net acre

Compatible Zoning:

- R1 Single-Family Residential
- R1MH Single-Family Modular Residential (to be combined with R1)
- R1R Single-Family Residential Restricted
- S1 Shoreline Single-Family

2.4.b. MEDIUM-DENSITY RESIDENTIAL (MDR)

Purpose and Intent:

- To provide for a variety of housing needs throughout the City including both single-family and two-family dwellings. Generally, MDR developments will include duplexes, although cottage development and integrated condominium or townhouse developments may also be allowed on lands designated as Medium Density Residential.
- Community services and facilities that will serve the area's population while protecting and maintaining the residential character may also be permitted.

Location: Typically, Medium Density Residential developments will be located close to commercial or other services and near major streets and thoroughfares for convenient access. Medium Density Residential developments will normally be located on in-fill sites scattered throughout the city, blending with the character of existing, established neighborhoods.

Density: Ten dwelling units per net acre

Compatible Zoning:

- S2 Shoreline Multi-Family
- R2 Two-Family Residential (To be amended)

2.4.c. HIGH-DENSITY RESIDENTIAL (HDR)

Purpose and Intent:

- To provide for a variety of housing needs at all income levels throughout the city at a higher density than allowed in other residential districts. While single-family and two-family dwellings may be allowed, the High Density Residential designation is intended primarily for multi-family housing such as triplexes and four-plexes, apartments, dwelling groups, condominiums and townhouses, and senior housing.
- Grouped or clustered single-family dwellings, including small lot (cottage) development may also be appropriate.
- Community services and facilities that will serve the area's population while protecting and maintaining the residential character may also be provided.

Location: High Density Residential developments generally will be located close to commercial or other services and near major streets and thoroughfares for convenient access. High Density Residential developments typically will be located throughout the city and not concentrated in a single location.

Density: Fourteen dwelling units per net acre

Compatible Zoning:

- R3 Multi-Family Residential (New, amended from existing R2 zoning)

2.5 Mixed Use Land Use Classifications:

2.5.a. VISITOR COMMERCIAL (VC)

Purposes and Intent:

- To provide a compact retail core that will stimulate foot traffic and promote tourism and serve the needs of visitors
- To provide a broad range of light-to-moderate intensity commercial uses for residents and visitors
- Typical resident-serving uses include grocery and specialty stores, schools, public facilities, multi-family housing in association with commercial uses; professional offices including: real estate offices,

medical offices, consulting services; small businesses; community recreational facilities

- Typical visitor-serving uses include hotels, motels, visitor centers, museums, theaters, visitor-serving recreational facilities and amusements
- Housing or hotel rooms, including live-work opportunities, may occur on upper floors above commercial establishments (e.g., mixed use)

Location: Located in the central commercial portion of the town, and approximately between 11th Street S and 3rd and 4th Streets N, and from the 1889 Government Meander Line on the west to Oregon and Washington Streets on the east

Density: No maximum (possible maximum FAR)

Compatible zoning:

- OT -- Old Town
- OTW -- Old Town West

2.5.b. RESIDENTIAL COMMERCIAL (RC)

Purposes and Intent

- To provide for mixed uses, both residential and commercial, that serve the needs of local residents as well as visitors but excludes certain more-intensive commercial activities that might have a negative impact on residences, such as those that emit noise, light, smells or vibrations.
- Development may be entirely commercial or residential, or may be mixed-used. Residential uses may be single-, two- or multi-family, or may be live-work.
- To provide an area for recreational vehicle parks
- Development should be pedestrian-oriented, and should be residential in character to provide consistency between buildings of different uses and create a transition between the adjacent residential neighborhoods and other commercial zones.

Location: Along either side of Pacific Avenue, from 3rd Street N to approximately 19th Street or Pioneer Road

Density: 14 dwelling units per net acre

Compatible Zoning:

- RC Residential Commercial (New; based on modified C1 Commercial with provisions for residential uses)

2.6 Other Land Use Classifications

2.6.a. NEIGHBORHOOD COMMERCIAL (NC)

Purpose and Intent:

- To provide for more intensive commercial uses that primarily serve the needs of local residences by providing basic goods and services.
- While some visitor-serving uses such as hotels and restaurants may occur, it is not the primary focus
- Typical resident-serving uses include grocery and specialty stores; banks; professional offices including: real estate offices, medical offices, consulting services; small businesses; services such as automotive-related uses, laundries and similar types of uses.
- Housing on upper floors, including live-work opportunities, may occur above commercial establishments (e.g., mixed use). Other opportunities for residential uses may exist.

Location: Generally located along Pacific Avenue, south of 11th Street S to the City limits and from the 19th Street N/Pioneer Road area north to the City limits

Density: 14 dwelling units per net acre

Compatible Zoning:

- C1 Commercial

2.6.b. COMMERCIAL/LIGHT INDUSTRIAL (C/LI)

Purposes and Intent:

- To provide for uses that require large warehouse facilities, are more intensive in use or are industrial in nature and have the potential to emit noise, light and odors and impact other uses
- This designation encourages light manufacturing, processing, assembly, storage, distribution and wholesale businesses and research and development activities, and may include uses that require outdoor storage
- Generally, uses under this designation may be incompatible with other land uses due to noise, appearance, traffic, odors or similar characteristics.

Location: Generally located along eastern and northern edges of the city and buffered from residential uses where possible, although some areas may be more centrally located

Density: None; residential uses restricted to manager/security units (possible maximum floor area ratio limitation)

Compatible Zoning

- C2 -- Commercial Retail Warehouse
- LI -- Light Industrial

2.6.c. RESORT (RES)

Purpose and Intent:

- To provide for tourist-oriented lodging and commercial development, including hotels, motels, bed and breakfasts and vacation rentals
- This designation may also include conference facilities and cultural institutions, as well as visitor-serving commercial uses such as shops and restaurants

Location: Clustered in select locations in the Shoreline area

Density: No maximum (possible maximum floor area ratio limitations)

Compatible Zoning

- S3 -- Shoreline Resort
- S3R -- Shoreline Resort Restricted

3. HOUSING

3.1 Vision

The City is operating under the direction of a clear plan for affordable housing. It has revised its standards for multifamily development to encourage a variety of types that compliment the city's early seashore architectural style and form. Mixed-use developments and accessory dwelling units allow for affordable housing options within the city's framework.

3.2 Housing Goals and Strategies

Goal 3 - 1 Allow for the creation of a variety of housing choices to meet the needs of all residents.

Strategy 3-1-a Support a variety of housing types by adopting development standards and designating areas for single-family, medium-density and high-density residential development.

Strategy 3-1-b Prepare an ordinance to allow accessory dwelling units within certain zone districts.

Strategy 3-1-c Encourage housing typologies such as row houses, townhouses and small-lot cottages in medium- and high-density zone districts.

Goal 3 - 2 Protect the existing housing stock

Strategy 3-2-a Consider developing programs that will assist in housing rehabilitation, including but not limited to providing low-interest revolving loans for home improvements.

Strategy 3-2-b Conduct a housing condition survey and a "Housing Needs Assessment" and develop a strategy for providing housing to low-income, homeless, seniors, special needs and other populations.

Strategy 3-2-c Establish Self-Help Paint and Fix-Up programs.

Goal 3 - 3 Create and expand housing opportunities for working families.

Strategy 3-3-a Establish appropriate lot size standards to accommodate the desired densities and housing types.

Strategy 3-3-b Work in partnerships with the Joint Pacific County Housing Authority and other agencies and non-profits to construct affordable housing.

Strategy 3-3-c Consider incentives for developing a variety of housing types for low to moderate-income households.

Strategy 3-3-d Examine the Zoning Ordinance to determine whether the regulations create barriers to the maintenance and development of affordable housing and consider amendments where appropriate.

Strategy 3-3-e Encourage exclusionary zoning that provides incentives (such as increased density) for affordable housing.

Strategy 3-3-f Consider creating a first-time homebuyer's program to assist low and moderate income households.

- CDBG funds
- USDA Rural Development
- Housing Preservation Grant Program
- Habitat for Humanity
- Weatherization Program and energy Matchmakers

Strategy 3-3-g Monitor the jobs-housing balance on the Peninsula to maintain a healthy stock of affordable homes and housing options for lower income residents, and ensure available jobs are commensurate with the cost of available housing.

Goal 3 - 4 Consider creating incentives for the creation of seasonal worker housing.

Strategy 3-4-a Encourage new developments that are above a certain size to include housing for employees.

Strategy 3-4-b Encourage the creation of worker housing by allowing residential uses above commercial development or by permitting additional density in certain areas

Strategy 3-4-c Investigate and develop innovative tools to support affordable housing, including but not limited to:

- Real estate excise tax
- General Obligation bond
- Housing trust fund
- Grants And Low-Income Loan Programs
- Partnerships With Non-Profit Housing Developers

Strategy 3-4-d Work cooperatively with the Joint Pacific County Housing Authority to provide emergency and short-term housing solutions and affordable housing

Strategy 3-4-e Develop incentives to dissuade the conversion of all RV parks into higher density development.

4. ENVIRONMENT

4.1 Vision

Long Beach's environment is fortified over the next twenty years such that development blends well with the scenic landscape and does not impact the viability of native habitat. The community shares a sense of stewardship that is reflected in city development standards and programs. The environment continues to be the mainstay of the local economy and culture.

4.2 Environment Goals and Strategies

Goal 4 - 1 Foster recognition of the significant role played by natural features and eco-systems in determining the overall environmental quality and livability of Long Beach.

Strategy 4-1-a Protect and enhance environmentally sensitive areas by the adoption of City regulations and programs that concentrate urban development in areas that will minimize impacts to environmentally sensitive areas.

Strategy 4-1-b Encourage well-designed land use patterns that preserve natural features such as wetlands, shoreline dunes and significant fish and wildlife habitat.

Strategy 4-1-c Utilize acquisition, enhancement, incentive programs, and appropriate regulations to preserve critical areas as permanent open space where development may pose hazards to health, property, important ecological functions, or environmental quality.

Strategy 4-1-d Ensure that decisions regarding fundamental site design are made prior to the initiation of land surface modifications.

Strategy 4-1-e Seek to expand open space and recreational opportunities by connecting the shoreline dune complex by a series of walking trails to the wetlands and drainage areas east of the city.

Strategy 4-1-f Consider public health and safety impacts from potential natural disasters such as earthquakes and tsunamis in the location and design of future land use activities.

Strategy 4-1-g Utilize regulations, incentives and non-regulatory means to preserve, replace, or enhance native vegetation that contributes to the City's scenic beauty. Encourage the incorporation of native plant communities into development proposals where possible.

Goal 4 - 2 Protect the ecological functions and aesthetic values of the City's shoreline dune complex and its associated wetlands.

Strategy 4-2-a Allow public access to the shoreline dune complex and associated wetlands for scientific, educational, and recreational use, provided the public access trails are carefully sited; sensitive habitats and species are protected; and hydrologic integrity of the system is maintained.

Strategy 4-2-b Develop a habitat management plan to protect and enhance the ecological functions of the shoreline dune complex with particular emphasis on the city-owned dune areas in the shoreline conservancy zones and management of shore pines.

Goal 4 - 3 Comply with the requirements of the Growth Management Act (GMA), including the use of "best available science", and Shoreline Management Act (SMA) to protect environmentally sensitive critical areas, such as wetlands, shoreline dunes, frequently flooded areas and sensitive fish and wildlife habitat.

Strategy 4-3-a Ensure that the City's environmental policies and regulations comply with state and federal environmental protection standards regarding air and water quality, hazardous materials, noise, and fish and wildlife habitat protection. In particular, the City shall include best available science in developing policies and regulations to protect the functions and values of critical areas consistent with RCW 36.70A.172.

Strategy 4-3-b Define and require delineation of wetlands based on the Washington State Department of Ecology current adopted Wetland Delineation Manual.

Strategy 4-3-c Utilize mitigation measures based on "best management practices" when constructing necessary utility road crossings or public agency road improvements.

Strategy 4-3-d Locate development adjacent to wetlands such that wetland functions are protected, an adequate buffer around the wetlands is provided, and significant adverse impacts to wetlands are avoided.

Strategy 4-3-e Utilize mitigation of wetland functions lost to development by replacing or enhancing the lost functions. Mitigation sites shall be located strategically to alleviate habitat fragmentation.

Strategy 4-3-f Utilize mitigation projects to contribute to an existing wetland system or restore an area that was historically a wetland. Where restoration or enhancement of an existing degraded wetland is proposed,

it must result in a net improvement to the functions of the wetland system.

Strategy 4-3-g Utilize flexible wetland mitigation requirements to allow for protection of systems or corridors of connected wetlands. A trade-off of small, isolated wetlands in exchange for a larger connected wetland system can achieve greater resource protection and reduce isolation and fragmentation of wetland habitat.

Strategy 4-3-h Require developers of projects for which wetland mitigation is required to provide monitoring and maintenance until the success of the site is established.

Strategy 4-3-i Fish and wildlife habitat shall be maintained through conservation and enhancement of terrestrial, air, and aquatic habitats, preferably in open spaces and environmentally sensitive areas.

Strategy 4-3-j Use incentives to protect or enhance the natural environment whenever practicable. Incentives may include buffer averaging, density bonuses, preferential tax assessment and appropriate non-regulatory measures.

Goal 4 - 4 Plan for the sustainable growth of Long Beach.

Strategy 4-4-a Monitor the continued research in the Southwest Washington Coastal Erosion Study (SWCES) and coordinate with affected state and federal agencies to ensure adequate seashore protection for Long Beach.

Strategy 4-4-b Review policies for and refine the permitting program for beach sand removal.

Strategy 4-4-c Coordinate with the Washington State Department of Ecology and Pacific County on shoreline master program planning issues and requirements.

Strategy 4-4-d Coordinate wetland and shoreline protection and enhancement plans with Pacific County when jurisdictional boundaries are involved.

Strategy 4-4-e Work with the Washington State Department of Ecology, Pacific County and other affected jurisdictions and agencies to seek the long-term protection of surrounding natural areas.

Strategy 4-4-f Protect regional groundwater quality by requiring stormwater treatment facilities to meet or exceed the applicable Department of Ecology Surface Water Design Manual standards.

Strategy 4-4-g Apply zoning designations to any additional land annexed to the City that will protect natural resources and environmentally sensitive areas.

Strategy 4-4-h Encourage building clustering in any shoreline zone to protect more native land from being developed, without compromising on the overall density assigned to the property.

Strategy 4-4-i Work closely with the appropriate County and State agencies to keep track of rising sea levels. Pursue state and county funds to raise access roads to Long Beach above the projected sea levels.

4.3 View Protection Goals and Strategies

Goal 4 - 5 Create an inventory of natural views, historic structures and interpretive elements, and community treasures valued by the community.

Strategy 4-5-a Compile a digital visual inventory of all street ends leading into the dunes complex and eastern wetland complex.

Strategy 4-5-b Have a community event that captures proposals of what are favored “community treasures”.

Strategy 4-5-c Have an advisory panel lead a public process to prioritize which elements in the community deserve view protection. This will be a “View Protection List”.

Goal 4 - 6 Use the view protection list to identify locations that all public construction and planning must protect views when deciding on public improvement details. This would include all public road, utility and signage projects near the protected sites.

Strategy 4-6-a Conserve these views from public property by locating road improvements, utility elements and public signage in a designed manner to minimize any visual clutter, or impede primary views.

Strategy 4-6-b Use the view protection list to guide all private property improvements that might impact the view.

Strategy 4-6-c All new buildings should set back an appropriate distance to conserve views.

Strategy 4-6-d All landscape and fencing for private structures should be designed and maintained to conserve the protected view.

Strategy 4-6-e All signage should be located and designed to minimize any impact on the view.

4.4 Cultural Heritage Goals and Strategies

Goal 4 - 7 Preserve the cultural and natural heritage of Long Beach through the conservation of historic elements and the creation of quality interpretive facilities.

Strategy 4-7-a Conserve historic buildings, artifacts, and historical records of significance.

Strategy 4-7-b Support both public and private efforts to create interpretive historical buildings, written and video media concerning Long Beach and the Peninsula, and any other media that will preserve Long Beach history.

Strategy 4-7-c Investigate and support public and private efforts to interpret and educate the public about the natural history and resources of the Long Beach region.

Strategy 4-7-d Continue to develop interpretive signage, art, plaza's, and historic recreations.

4.5 Pollution Goals and Strategies

Goal 4 - 8 As the city grows and its festivals attract larger crowds, there should be efforts made to reduce the pollution impacts of the development and activities.

Strategy 4-8-a Develop a noise ordinance that regulates noise levels in both residential as well as commercial areas.

Strategy 4-8-b Develop night sky regulations for minimizing light pollution not only into natural areas but also into the sky as well as nearby development.

Strategy 4-8-c Monitor air quality if necessary.

5. PARKS, OPEN SPACE AND RECREATION

5.1 Vision

Long Beach parks and natural areas are legendary. Creative financial tools and partnerships help build the city's portfolio of parks, habitat and open spaces. Development and roads are integrated with the city's parks through green streets as well as sensitive public and private landscaping and other site development standards.

5.2 Parks, Open Space and Recreation Goals and Strategies

Goal 5 - 1 Create an integrated parks system that preserves and enhances ecological conservancy lands and transfer them to city ownership.

Strategy 5-1-a Continue to negotiate with Washington State Parks to acquire additional conservancy lands and transfer them to city ownership.

Strategy 5-1-b Map the S4 conservancy lands to delineate wetlands and other natural habitat features.

Strategy 5-1-c Engage in ongoing dialogue with county, state and federal governments to assure the coordination of conservancy goals and standards.

Strategy 5-1-d Investigate the potential acquisition of strategic land parcels in the eastern wetland complexes contiguous and/or naturally connected to the City of Long Beach.

Strategy 5-1-e Investigate the potential of non-acquisition conservation strategies to conserve the wetland complexes. This could include but not be limited to:

- Conservation easements,
- Voluntary title restrictions,
- Private donations,
- Transfer of development rights.

Strategy 5-1-f Retain currently unused right of ways that have recreational or conservation values, or that could serve as public access to future conservation areas.

Strategy 5-1-g Encourage and facilitate the dedication of lands by private entities and developers for public parks and public conservancy lands.

Goal 5 - 2 Develop neighborhood parks and facilities that meet the active and passive recreational needs of all.

Strategy 5-2-a Make acquisition of land for parks of all types throughout the city a priority.

- Acquire parks properties for both active and passive recreation.
- The desired size for neighborhood parks for active uses should be a minimum of 20,000 square feet.
- There should be a neighborhood park within 1.2 mile of all residential locations.

Strategy 5-2-b Prioritize new park land acquisitions in areas of the city that are not served by existing parks.

Strategy 5-2-c Work with citizen advisory panels and open public forums to identify priorities for parks and park improvements.

Goal 5 - 3 Preserve the cultural and natural heritage of Long Beach.

Strategy 5-3-a Conserve historic buildings, structures, sites, objects, artifacts, and historical records of significance. Consider creating a register of local historical resources.

Strategy 5-3-b Support both public and private efforts to interpret and preserve our cultural and natural history, and to educate the public, including but not limited to:

- Museums and other institutions,
- Interpretive facilities and signage,
- Written, audio and video media concerning Long Beach and the Peninsula,
- Cultural events,
- Art installations.

Goal 5 - 4 Use trails, green streets and greenways to link elements of the park system.

Strategy 5-4-a Work with county, state and federal agencies, and private land owners to establish linkages and connecting trails

Strategy 5-4-b Develop a variety of trail types to utilize in different site conditions to promote an extensive and varied trail system.

- Strategy 5-4-c Develop a pilot residential green street improvement project to test its ability to provide a safe pedestrian and bike path that fits with reasonable auto movement.
- Strategy 5-4-d Develop a volunteer backyard habitat program to enhance wildlife habitat in Long Beach.
- Strategy 5-4-e Create a green-street/greenway signage system to direct potential users to safe routes.
- Strategy 5-4-f Separate recreational trails from motorized vehicle traffic where feasible.
- Strategy 5-4-g Consider a boardwalk and trail system for the eastern wetland complex.
- Strategy 5-4-h Consider the potential of an aquatic trail opportunity and recreational experience for users of kayaks, canoes and inflatable boats in the eastern wetland complex where feasible and safe.
- Strategy 5-4-i Develop local trail signage.
- Strategy 5-4-j Plan, budget, purchase land and design public service facilities at trailhead locations and along trails. Public services could include but are not limited to:
- Restrooms
 - Maps and directional signage
 - Parking
 - Benches and resting areas (with specific consideration of elder rest areas at 1,000 ft. intervals)
- Goal 5 - 5 Promote the park system as a recreational and ecological resource for the use of both residents and visitors.*
- Strategy 5-5-a Continue to allow non-residents to participate in sporting events at city sport fields while ensuring availability for use by the local residents.
- Strategy 5-5-b Market the city's parks, conservancy lands, facilities and businesses with the cooperation of outdoor recreation groups in an effort to increase tourism benefits to the city.
- Strategy 5-5-c Continue to cooperate with local and regional marketing efforts to promote Long Beach as an ecological resort destination.
- Strategy 5-5-d Encourage the establishment of recreation-based businesses.

Goal 5 - 6 Encourage the development of a multi-purpose recreational facility associated with an activity center.

Strategy 5-6-a Recognize the need for both indoor and an outdoor facilities to host a variety of sport, recreation and community social and cultural events.

Strategy 5-6-b Insure the multi-purpose community center can accommodate both active and passive recreation programs as well as other community functions.

Strategy 5-6-c Recognize the need for park facilities oriented towards residents and visitors with special needs.

Strategy 5-6-d Work with public and private partners to share costs and use of facilities.

Goal 5 - 7 Create a financial plan to maintain and operate existing parks, acquire resources, and fund parks and recreation programs.

Strategy 5-7-a Create a citizens advisory panel to work with and advise the City Council and Mayor on desired new or improved facilities and the financial strategy to accomplish these goals.

Strategy 5-7-b Establish a consistent revenue stream for capital projects. Seek funding for new facilities and improvements to existing facilities through a variety of fund sources including but not limited to:

- Donations
- Foundation and government grants
- Capital reserves,
- REET (real estate excise tax),
- Bonds.
- Levies,
- Partnerships; and
- Non-acquisition conservation programs.

Strategy 5-7-c Develop funding partnerships with public and private sources to assist in park acquisition, development, programs and maintenance.

5.3 Elements of the POSR Plan

Green Streets – are part of a hierarchy of streets that provide a framework for safe pedestrian and non-motorized wheeled movement within the City. For Long Beach they are intended to connect both

natural and civic amenities within the City creating a high quality of life standard for residents and visitors. This is thought to be a desired amenity for your tourist industry – expanding the ways a tourist might enjoy Long Beach.

There are a variety of examples of what a green street may be. They can be as simple as providing signage and safe edges and crossings along the corridors. Or they might include a separate path protected from the street with tree's and a water infiltration swale with public art and street furniture for users.

- How extensive a system is appropriate for Long Beach?
- What might be a methodology to prioritize and fund a “Green Streets Program”?
- What elements do you want as part of your green street?

5.4 Opportunities for Parks, Recreation and Open Space Elements

East –West Green Streets – These are primarily in residential areas with low traffic; improvements are recommended to existing streets to improve safety for pedestrian and bicycle traffic. Those in **bold** are priority and should be considered for the first Green Streets.

- **17th St. SW/SE** - Discovery Trail to Idaho St. S./Eastern Wetland
- **7th St. SW/SE** – Connection from Conservancy Lands to E. Wetland
- 4th St. NW/NE - From S4 Conservancy to Eastern Wetland
- **9th St. NW/NE** - From S4 Conservancy to Stanley Park to the Eastern Wetlands
- 12 St. NW/NE - From S4 Conservancy to offset easement into Eastern Wetlands
- 16th St. NW/NE - From S4 Conservancy to Eastern Wetlands
- **18th St. NW/NE** - From Ocean Blvd. to East Wetlands
- 95th St. NW/94th St. NE - From Discovery Trail and the Lewis and Clark Tree Exhibit on 95th ST. to N. St., then S. to 94th St. –east to Q. St. and potential Neighborhood Park and Eastern Wetland access acquisition.

Figure C-2: 30 Feet Wide Street Section Options



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30 Feet Wide Streets

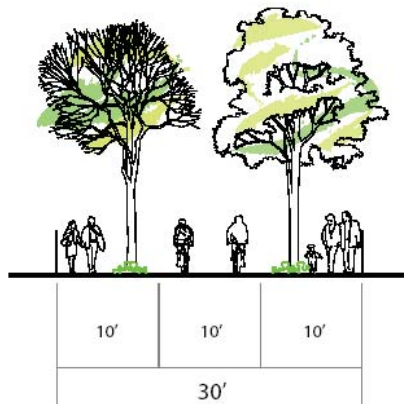
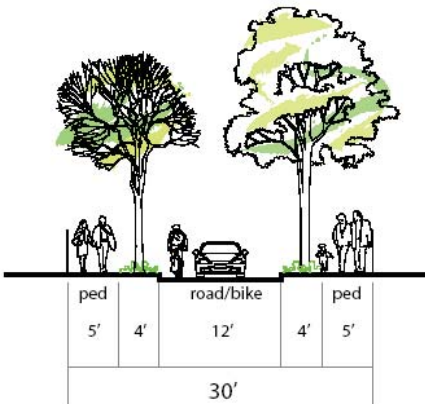
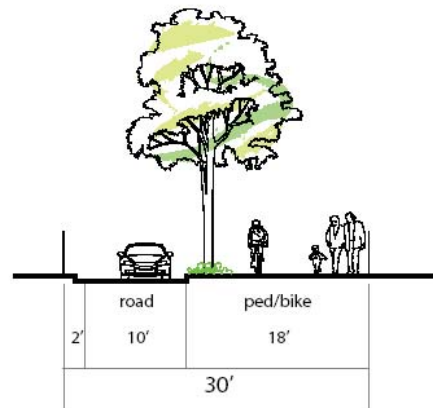


Figure C-3: 40 Feet Wide Street Section Options

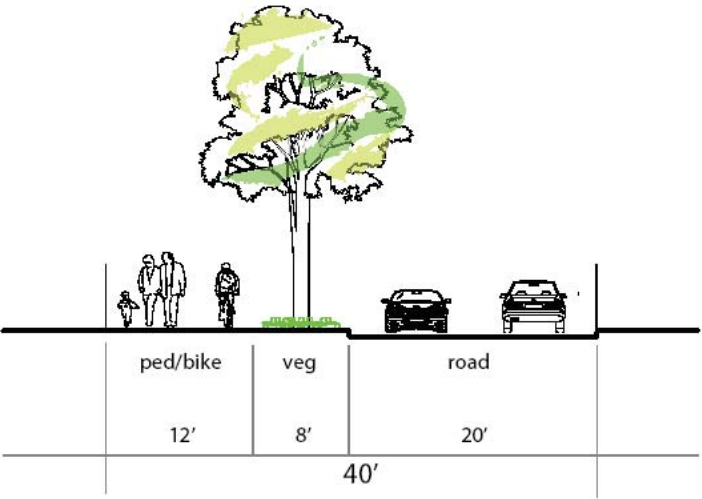
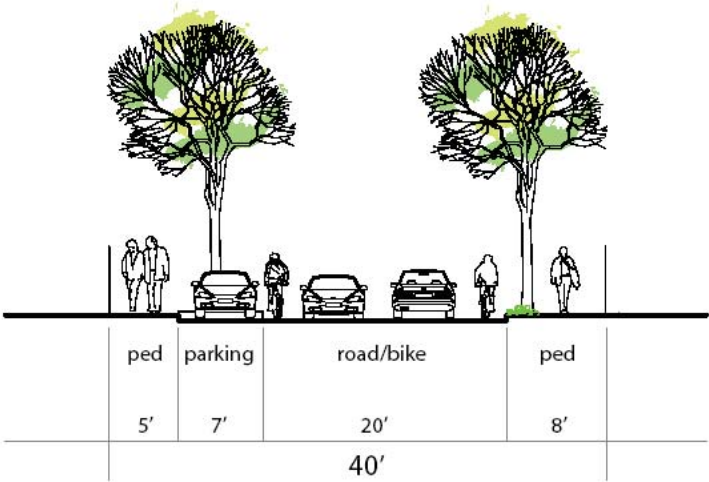


Figure C-4: 50 Feet Wide Street Section Options



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50 Feet Wide Streets

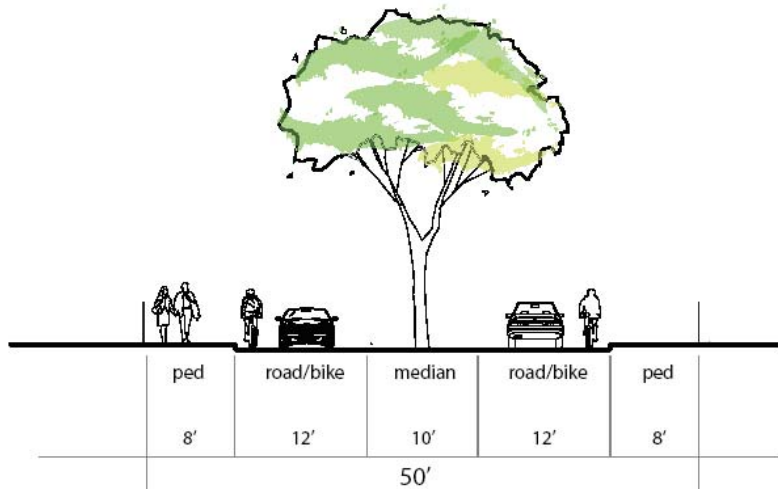
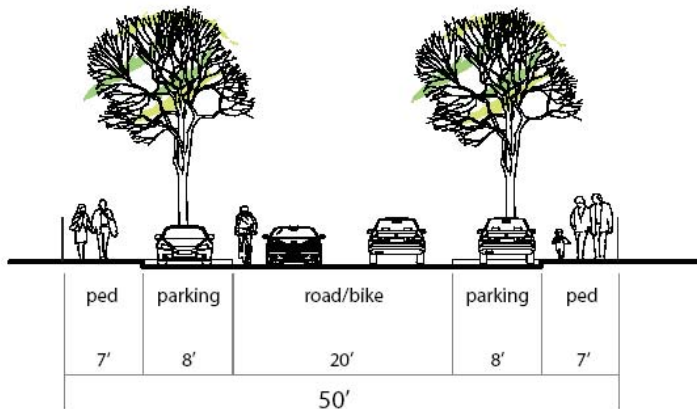
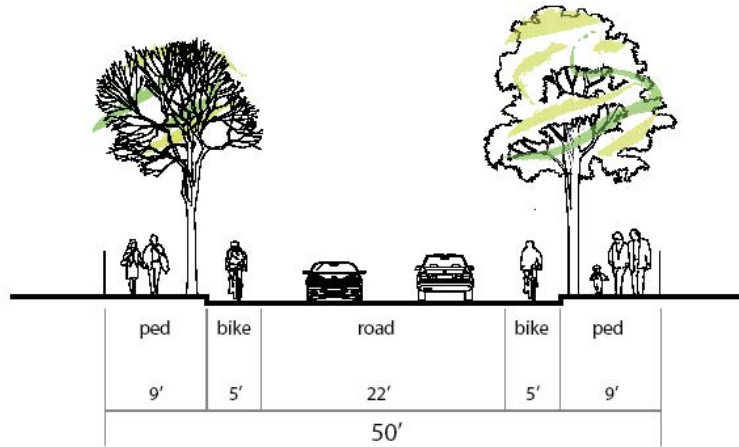


Figure C-5: 50 Feet Wide Green Streets



creã affiliates, LLC

50 Feet Wide Streets (Green Streets)

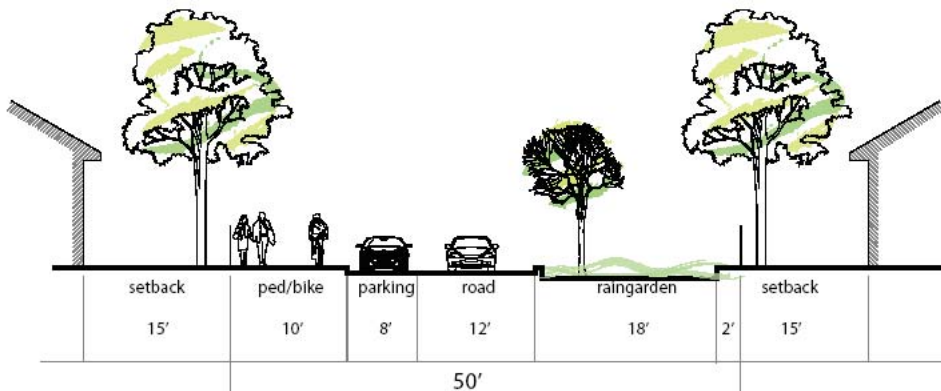
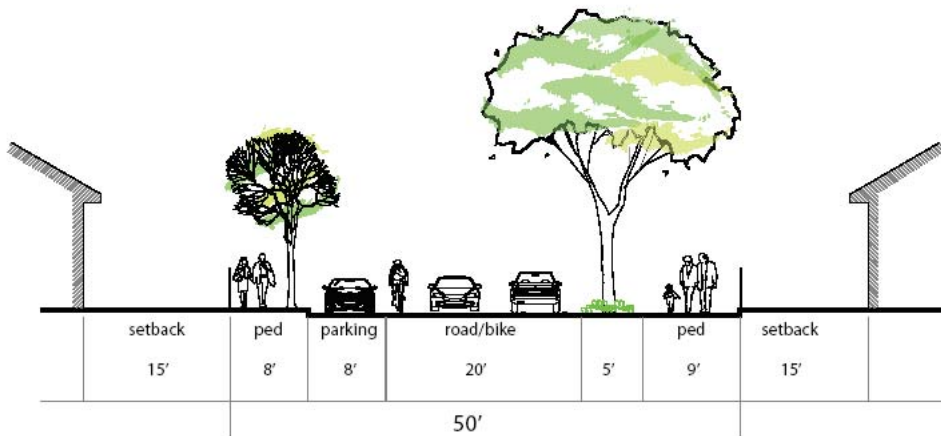
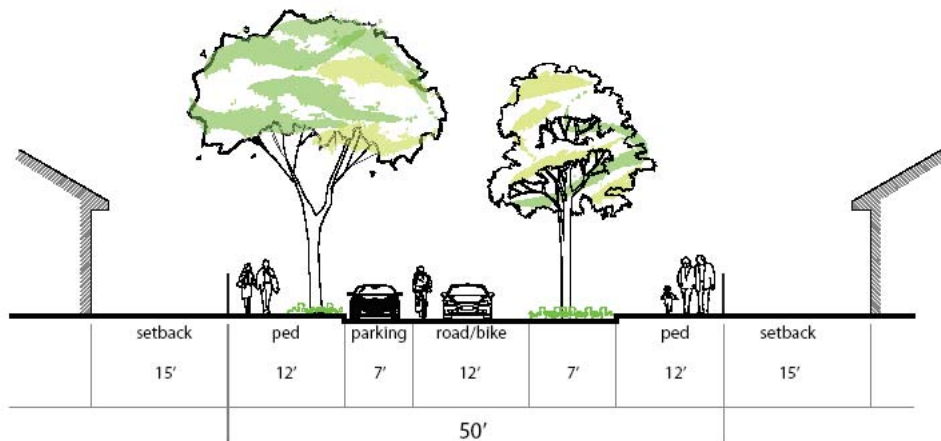


Figure C-6: 75 Feet Wide Green Streets



5.4.a. OLD TOWN PEDESTRIAN STREETS

These are existing streets where improvements could reinforce pedestrian east-west movement.

- **3rd St. SW/SE** - From S4 Conservancy to the Cuthbertson Playfields and Forest, with potential access to the Eastern Wetlands.
- **4th St. NW/NE** – From S4 Conservancy and preferred site for the “Dunes Interpretive Facility” to the Eastern Wetlands

5.4.b. LOOP STREETS AND CONNECTORS

These are primarily north-south routes that could be adapted to provide safe non-motorized movement.

- The existing and future **Discovery Trail** is a stellar community resource that sets the character of what the community has said it would like extended through the City and to the Eastern Wetlands.
- **Ocean Beach Boulevard** – which is tucked behind the primary dune is the natural west of Pacific route. It is now a narrow lane that must be adapted to provide a clear and safe path.
- **Washington Avenue** – including extensions to Idaho Ave. and Q Street. The best continuous eastern route to connect the existing and potential resources.
- **Wetland and Cranberry Trail**. This is a conceptual trail that would spring from the green street and civic elements that adjoin the eastern wetland complex. The interpretive opportunity in an “activated” eastern boundary for natural habitat and cranberry production is an idea that excited the Long Beach community.

5.4.c. NEIGHBORHOOD PARK OPPORTUNITY ACQUISITION SITES

These are vacant private parcels shown in areas where there is a need for a small scale neighborhood park for toddlers, young children, teens and elders. These are not highlighted in the map and are recommendations only.

These are sites that were identified during the community design workshops. Community members and CREÅ found that these private parcels were visible examples of existing locations that had the qualities that could serve as a neighborhood park. We are not recommending that they be targeted at this point for many reasons, including the lack of existing revenues and policy guiding an acquisition strategy.

- **Vacant Lot - Northeast Corner lot of 17th St .SE and Idaho St.** This is a lot in the “South Need” area. It lies on a proposed green street and near access to Eastern Wetland.
- Vacant Lot - North of 18th St. NE and at the terminus of Oregon Street. This is an inset woodlot in the “North Need” area.
- **Vacant Lot – East of Q St. between 93rd and 94th St. NE** This is an open parcel with potential access to the eastern wetlands in the “North Need” area with potential Green Street access.

5.4.d. EASTERN WETLAND ACQUISITION SITES

These are opportunity sites that provide access to wetland trails and interpretive sites as well as wetland mitigation banking and civic parklands.

CREA together with the citizen participants shared a long-term view that Long Beach has a great opportunity to bring the eastern flank of the city into play as a significant resource. Known to long time residents as an intriguing, if not forgotten edge element to the city. During our planning process a concept of activating this location began to take shape.

Leading citizens remembered from their youth rafting along the remnant lakes and canals spotting amphibians, birds, and “odd things”. Regional bird-watching organizations and their local members spoke of the great diversity of fowl that use this wetland complex. Others imagined accessing the area through the many rights of way and entering a protected area of trails, wetland boardwalks, bird-watching blinds, interpretive signage and even water access points for kayaks. A trail connection to the neighborhoods, cranberry bogs and cranberry museum were also seen as potential features.

Many noted that this private property is owned by many existing civic benefactors, and that wetland regulations severely limit its potential uses. There was discussion of how owners could be compensated for their property, easements or other non-acquisition strategies to make the concept work.

The concept had a strong idea about how opening this reluctant resource to appropriate improvements could provide a second great habitat resource within a walkable Long Beach. Balancing the fierceness of the open Pacific Ocean habitat with a more protected inland natural habitat experience. Many shared ideas about ways that recreational businesses might find a niche providing services to recreational users.

5.4.e. MULTI-PURPOSE COMMUNITY CENTER

In all of our public meetings and surveys the desire for a facility to meet public needs for indoor and outdoor programming was expressed. The list of indoor needs was long: indoor sports, swimming, toddler-to-teen activities, senior activities, education and training facilities, childcare and nutrition programs etc. The list of outdoor elements included: climbing walls, court sports, spray parks, skateboard ramps and more pure passive parks.

5.5 Strategies and Actions to Achieve the POSR Plan

Completion of this Parks, Open Space and Recreation Plan was seen as the strategic next step. Many early participants in the CREA parks planning effort referred to the citizen driven “Long Beach Visioning Project” of 1996 as a precursor to this Plan. In reviewing its 12 principle ideas you will find a broad and comprehensive strategy that includes many of those within this Plan.

An “Action Strategy” to accomplish the Goals and Strategies contained in this plan must be based on citizen support. To realize the ambitious goals set forth in this Plan the community will need to be involved in local government, champion specific projects, and commit the resources required to make these projects happen.

The specific list of Goals and Strategies listed in Section C-5 lay out the framework for a long term POSR strategy, but there are some very pragmatic approaches required to make that text become reality. Some of those approaches include:

Institutional Commitment – The Long Beach City Government must take the goals of the POSR Plan as tasks to be accomplished. The elected leadership of the city should know what is contained in the Plan and create the governance structure (POSR committee, Parks Commission) required to get it done. A work plan to give city staff the responsibility and resources to move the POSR Plan forward will be needed.

A Priority List – The city must engage the citizens to be involved in this process. From the long list of potential projects there will need to be a hierarchy to steer the process. Participation by citizens in committee’s or public forums to identify first projects to be undertaken is critical to building a sense of momentum within the community. Success in the lead projects is critical to that momentum.

Funding Acumen – Financing strategies should be structured to utilize available public and private means. Priority projects will be incorporated into the Capital Facilities Elements, six- year capital improvement programs, and annual capital budgets.

Additional funding sources will probably be needed and a variety of granting sources both public and private should be sought. Locally, there can be City and Peninsula bonds and levies to support specific projects and programs. There are a variety of user fees that can be considered for parks and program usage. There should always be consideration of private donations or partnerships to accomplish goals. Many projects find non-profit organizations such as land-trusts and foundations whose goals may be in concert with the POSR goals.

There are a variety of non-acquisition strategies emerging that may help bridge the gap in financing such as: property tax abatements for conservation easements; pure donations of property or life trusts for memorial transfers of property; and land trust or other government acquisition of land.

Public and Private Works – The extensive work accomplished by the Long Beach Public Works Department and individual citizens voluntary contributions are worthy of high praise. The value of these collaborations goes far beyond monetary. The “can do” attitude of a small community such as Long Beach can often reduce the costs and magnify the rewards of tasks completed. A partnership between the city and its citizens can make new parks and trails become a reality.

Expanding the capacity of a small community to generate public-private works with larger developers not known in the community can be a challenge. The tradition of shared works is worth attempting to extend to this scale.

Marketing a Good Idea – Framing the POSR plan improvements as Long Beach becoming an eco-resort destination could be good for the city. With increased revenues from visitors directed into further improvements, such as completion of further green streets and contributing to the restoration and interpretation of the eastern wetlands the Idea can become reality.

6. MOBILITY

6.1 Vision

Long Beach is easy to navigate in a vehicle as well as a pleasant biking and walking experience. Streets and trails are designed for personal safety and relative comfort. Publicly and privately run transit options help alleviate festival time traffic and parking demand.

6.2 Mobility Goals and Strategies

Goal 6 - 1 Provide a multimodal transportation system that supports and enhances the land uses envisioned in this Comprehensive Plan.

The primary purpose of the transportation system is to provide mobility for people and access to properties and activities. As such, the transportation system serving the City of Long Beach should be planned, designed, and operated in a way that supports and enhances the land use pattern desired by the City.

Strategy 6-1-a Ensure that City codes, street standards, and other City regulations advance the development and improvement of the multimodal transportation system described in the Comprehensive Plan Transportation Element.

Strategy 6-1-b Develop a capital facilities program that provides the transportation infrastructure needed to support the Comprehensive Plan Land Use Element.

Goal 6 - 2 Provide a street and pathway system that facilitates safe and convenient vehicular, pedestrian, and bicycle movement throughout Long Beach.

General mobility and access require a street and pathway system that provides safe and convenient circulation throughout the city for all vehicles (motorized and non-motorized) and pedestrians. This system should provide for internal circulation within neighborhoods and business districts, as well as providing connections (for all modes) between those areas and the regional highway system, transit services (i.e., bus stops), and other activity centers and recreation areas.

Strategy 6-2-a Facilitate safe convenient access onto and across Pacific Avenue for vehicular traffic, pedestrian, and bicycles

Strategy 6-2-b Facilitate safe convenient access to and from transit stops

Strategy 6-2-c In cooperation with the Washington State Department of Transportation (WSDOT), prepare an Access Management Plan for Pacific Avenue that reduces conflicts at property access points and

sidestreet intersections, while providing adequate access to the properties adjacent to the highway.

Goal 6 - 3 Promote the viability and vitality of downtown Long Beach by reducing peak season traffic congestion while maintaining overall accessibility.

Because peak season traffic congestion degrades the viability and vitality of downtown Long Beach, a range of actions and strategies aimed at reducing that congestion should be considered. Street and streetscape improvements, traffic control revisions and improvements, and parking location and management strategies should be evaluated, and the ability of each to reduce congestion should be compared to its overall effect on downtown access and circulation.

Strategy 6-3-a Develop street and traffic control improvements to relieve traffic congestion at the Pacific Avenue and Bolstad Avenue intersection and to resolve conflicts at the intersection of Bolstad Avenue and Ocean Beach Boulevard.

Strategy 6-3-b Develop street and traffic control improvements that reduce conflict between pedestrians, moving vehicular traffic and parking along Pacific Avenue in the downtown core (i.e., between S 7th and N 2nd).

Strategy 6-3-c Maximize downtown parking on the back lots of properties adjacent to Pacific and on-street within a block of Pacific Avenue.

Strategy 6-3-d Encourage the use of off-street public parking areas by creating attractive, inviting pedestrian connections from the parking lots to Pacific Avenue, and providing signage directing motorists to the parking lots.

Strategy 6-3-e Update the city's parking standards to accommodate a wide variety of uses, and to include standards for parking design, landscaping and access.

Goal 6 - 4 Promote and facilitate safe and convenient pedestrian and bicycle circulation throughout the city.

Mild climate, flat topography, and considerable vacation/tourist activity combine to make walking and bicycling viable and even desirable modes of transportation for many trips within Long Beach. Because walking and bicycling are the preferred modes of travel for many visitors and residents, and because walking and bicycling help reduce automobile travel – and the associated requirements for parking – the City should provide physical facilities and traffic management and control actions necessary to encourage and support pedestrian and bicycle circulation in the City.

Strategy 6-4-a Construct a network of pedestrian/bicycle pathways that serve and connect all sections of the city.

Strategy 6-4-b Install pedestrian/bicycle crossing improvements at regular intervals along the full length of Pacific.

Strategy 6-4-c Develop strategies to improve pedestrian flow through the downtown area.

Goal 6 - 5 Minimize the amount of property and public right-of-way used for parking while providing adequate parking to support downtown business and recreational activities.

The viability and vitality of downtown Long Beach is dependent in part on the availability of an adequate supply of conveniently-located parking. In addition, however, downtown viability and vitality also is dependent on the level of activity and interest generated there, and because there is a finite quantity of property in downtown Long Beach, use of downtown property (including street rights-of-way) for parking reduces the area available for business and recreational activity. For this reason, the City should work to ensure that an appropriate balance is maintained.

Strategy 6-5-a Develop compact commercial areas with public-use on-street and off-street parking so that visitors can walk and visit multiple locations without relying on their cars.

Strategy 6-5-b Provide a transit system, such as a city shuttle, that facilitates the movement of visitors between resort areas, visitor attractions and downtown, and discourages the use of private vehicles.

Strategy 6-5-c Prepare a parking management plan for downtown Long Beach that addresses the parking needs of private vehicles, trucks, buses, and bicycles.

6.3 Transportation System Improvements

In order to meet the Mobility Goals established by the Long Beach Comprehensive Plan, a range of physical improvements for the transportation system and series of transportation services and administrative actions were identified. Five basic sets of transportation system improvements were developed: (1) Pedestrian/Bicycle Loop, (2) Downtown Access/Circulation Improvements, (3) Green Streets, (4) Pacific Hwy Pedestrian Crossing Improvements, and (5) Transit Facilities Improvements. Recommended services and actions include (6) Actions supporting alternative transportation modes, and (7) Special services for peak season and events.

6.3.a. PEDESTRIAN/BICYCLE LOOP

Description. The Pedestrian/Bicycle Loop would provide a paved pathway for pedestrians and bicycles on a loop following the alignments of Ocean Beach Blvd on the west, S 17th St on the south, Idaho St and Washington St on the east, and N 24th St on the north. The pathway would serve both directions of travel, and could be designed as a separated two-way pathway or as sidewalk/pathways adjacent to the street.

Purpose. The purpose of the Pedestrian/Bicycle Loop is to facilitate safe, convenient pedestrian and bicycle movement throughout town for residents and visitors.

Goal Attainment. The Pedestrian/Bicycle Loop will help achieve all five Comprehensive Plan Mobility Goals by supporting and encouraging the use of walking and bicycling for local trips, and thereby reducing auto traffic and congestion.

Implementation. Construction and right-of-way requirements are modest, and the improvements can be installed in multiple stages.

6.3.b. DOWNTOWN ACCESS/CIRCULATION IMPROVEMENTS

Description. The Downtown Access/Circulation Improvements comprise three elements:

- Convert Bolstad and N 2nd into a one-way couplet between Oregon Ave and Ocean Beach Blvd (Bolstad one-way eastbound, N 2nd one-way westbound, signalize N 2nd/Pacific intersection)
- Widen sidewalks and remove on-street parking along Pacific between S 7th and N 2nd
- Maximize back-lot parking and on-street parking on Oregon Ave.
- Purpose. The purpose of the Downtown Access/Circulation Improvements is to reduce traffic congestion and improve pedestrian safety and convenience in the downtown:
- The purpose of the Bolstad-N 2nd one-way couplet is to reduce traffic congestion in downtown by relieving the bottleneck at the Bolstad/Pacific intersection, which is the single largest cause of downtown congestion.
- The purpose of relocating Pacific Hwy on-street parking to back lots and Oregon Ave is to reduce traffic congestion in downtown by eliminating the traffic conflicts and friction caused by parking maneuvers.

- The purpose of widening the sidewalks on Pacific is to provide a safer, more attractive environment for customers of downtown businesses

Goal Attainment. The Downtown Access/Circulation Improvements will help achieve the Goal of “promoting the viability and vitality of downtown Long Beach by reducing peak season traffic congestion while maintaining overall accessibility.”

Implementation. For the Pacific improvements, construction requirements are modest and all work can be done in existing rights-of-way. N 2nd improvements and expanded on-street parking on Oregon Ave may require limited right-of-way acquisition, and “maximized” back-lot parking may require improvements on private property and/or city acquisition of parcels on which to provide public parking.

6.3.c. GREEN STREETS

Description. The Green Streets would provide good east-west pedestrian and bicycle linkages at regular intervals along the entire north-south length of the city.

Purpose. Like the Pedestrian/Bicycle Loop, the purpose of the Green Streets (in transportation terms) is to facilitate safe, convenient pedestrian and bicycle movement throughout town for residents and visitors.

Goal Attainment. As does the Pedestrian/Bicycle Loop, the full set of Green Streets will help achieve all five Comprehensive Plan Mobility Goals by supporting and encouraging the use of walking and bicycling for local trips, and thereby reducing auto traffic and congestion.

Implementation. Construction and right-of-way requirements are modest, and improvements can be installed in multiple stages.

6.3.d. PACIFIC HWY PEDESTRIAN CROSSING IMPROVEMENTS

Description. The Pacific Hwy Pedestrian Crossings would provide pedestrian refuge islands and marked crosswalks at regular intervals along the entire north-south length of Pacific Hwy through the city. It is proposed that these crossing improvements be made at all Green Streets at a minimum. In addition, improved crossings should be available at all bus stops: crossings at bus stops should be improved or the bus stop should be relocated or removed.

Purpose. The main purpose of the Pacific Hwy Pedestrian Crossing Improvements is to reduce Pacific Hwy’s negative “barrier effect” on local pedestrian and bicycle circulation by facilitating safe, convenient movement across Pacific Hwy along its entire length. A secondary

purpose of the crossing improvements is to provide traffic calming measures to slow traffic on Pacific Hwy.

Goal Attainment. The Pacific Hwy Pedestrian Crossing Improvements will help achieve all five Comprehensive Plan Mobility Goals by supporting and encouraging the use of walking and bicycling for local trips, and by calming traffic flow on Pacific Hwy without degrading traffic access and circulation.

Implementation. Construction requirements are modest, all work can be done in existing rights-of-way, and the improvements can be installed in multiple stages.

6.3.e. TRANSIT FACILITIES IMPROVEMENTS

Description. Pedestrian street/highway crossing improvements should be made at all bus stops and bus shelters should be provided as appropriate. (If safe, convenient crossing cannot be provided at any particular bus stop, the stop should be relocated.)

Purpose. The purpose of the crossing improvements and bus shelters is to encourage greater use of available transit services by making access to those services more convenient and attractive.

Goal Attainment. The Transit Facilities Improvements will help achieve all five Comprehensive Plan Mobility Goals by supporting and encouraging the use of transit, and thereby reducing the use of private automobiles.

Implementation. Construction requirements are modest, all work can be done in existing rights-of-way, and the improvements can be installed in multiple stages.

6.3.f. ACTIONS SUPPORTING ALTERNATIVE TRANSPORTATION MODES

Description. The City should take actions and develop code requirements that facilitate the use of alternative transportation modes, such as public transit, private transit (e.g., jitneys, carriages), walking, and bicycling. , is to provide a convenient alternative to automobile use, especially during periods of heavy traffic volumes and congestion. Such actions could include the provision of parking, loading/unloading and other facilities for transit operations, the provision of special events traffic controls, and requirements for sidewalk and bike path construction.

Purpose. The purpose of supporting alternative transportation modes is to provide a convenient alternative to automobile use, especially during periods of heavy traffic volumes and congestion.

Goal Attainment. Support of alternative transportation modes will help achieve all five Comprehensive Plan Mobility Goals by

encouraging the use of modes of travel other than the private automobile.

6.3.g. SPECIAL SERVICES FOR PEAK SEASON AND EVENTS

Description. The City should consider providing special transportation services for peak season and special events. Special services may include the provision of temporary remote parking lots, shuttle services, and local circulation transit service.

Purpose. The purpose of the special services is to better manage traffic, and to provide a convenient alternative to automobile use, during periods of heavy traffic volumes and congestion.

Goal Attainment. Support of alternative transportation modes will help achieve all five Comprehensive Plan Mobility Goals by encouraging the use of modes of travel other than the private automobile.

6.3.h. IMPROVE BEACH ACCESS

Description. Provide a new beach access road at 14th Street N. to serve the north side of Long Beach and supplement the existing beach accesses at Bolstad Street and Sid Snyder Drive.

Purpose. The purpose of the new beach access is to expand the availability and convenience of beach access for Long Beach residents and visitors.

Goal Attainment. The provision of a new beach access will help support and enhance the land uses envisioned in the Comprehensive Plan.

6.3.i. PREPARE PACIFIC AVENUE ACCESS MANAGEMENT PLAN

Description. In coordination with WSDOT, prepare an Access Management Plan for Pacific Avenue that recognizes and balances the sometimes conflicting needs of property access, smooth traffic flow, and pedestrian and bicycle safety by identifying the appropriate location and size of driveways and sidestreets on Pacific Avenue.

Purpose. The purpose of the Pacific Avenue Access Management Plan is to provide guidelines for future development and roadway improvements that reduce vehicular, pedestrian, and bicycle conflicts at property access points and sidestreet intersections, while providing adequate access to the properties adjacent to the highway.

Goal Attainment. Preparation and implementation of a Pacific Avenue Access Management Plan will help achieve all five Comprehensive Plan Mobility Goals by facilitating safe and convenient access and circulation for all transportation modes on Pacific Avenue.

6.3.j. PREPARE DOWNTOWN PARKING MANAGEMENT PLAN

Description. The City should prepare a parking management plan that defines how short-term and long-term parking for downtown visitors, employee, deliveries, and bicycles should be managed, where on-street and off-street parking should be located, and where bicycle parking facilities are needed.

Purpose. The purpose of the Downtown Parking Management Plan is to define and implement efficient and effective means of providing and managing downtown parking.

Goal Attainment. Preparation and implementation of a Downtown Parking Plan will help support the Goals of (i) providing a multimodal transportation system, (ii) reducing peak season traffic congestion while maintaining overall accessibility in downtown Long Beach, and (iii) minimizing the amount of property and public right-of-way used for parking while providing adequate parking to support downtown business and recreational activities.

6.4 Transportation System Improvement Projects

The following projects provide a means of implementing the needed transportation system improvements, and should be added to the City's TIP.

6.4.a. DOWNTOWN ACCESS/CIRCULATION IMPROVEMENTS CONCEPTUAL DESIGN PLAN

Determine improvements to be made, prepare conceptual plans, develop staging and implementation plan. Consider the following improvements identified during the Comprehensive Plan Update process. (All improvements must be coordinated and consistent with the Downtown Parking Management Plan.)

- Convert Bolstad and N 2nd into a one-way couplet between Oregon Ave and Ocean Beach Blvd (Bolstad one-way eastbound, N 2nd one-way westbound, signalize N 2nd/Pacific intersection)
- Realign Ocean Beach Blvd at Bolstad St to eliminate offset
- Widen sidewalks and remove on-street parking along Pacific between S 7th and N 2nd
- Maximize back-lot parking and on-street parking on Oregon Ave.

6.4.b. PEDESTRIAN/BICYCLE LOOP PRELIMINARY ENGINEERING

Specify and design the improvements to be on each leg or segment of the loop, prepare preliminary engineering plans, and develop a staging and implementation plan.

6.4.c. PACIFIC HWY PEDESTRIAN CROSSING IMPROVEMENTS

Specify and design the crossing improvements, prepare preliminary engineering plans, develop a staging and implementation plan, and construct improvements.

6.4.d. GREEN STREETS DEMONSTRATION PROJECT

Select priority streets for Green Street improvements, and for each, specify and design the Green Street improvements, prepare preliminary engineering plans, and construct improvements.

6.4.e. CONSTRUCT SHOREVIEW DRIVE

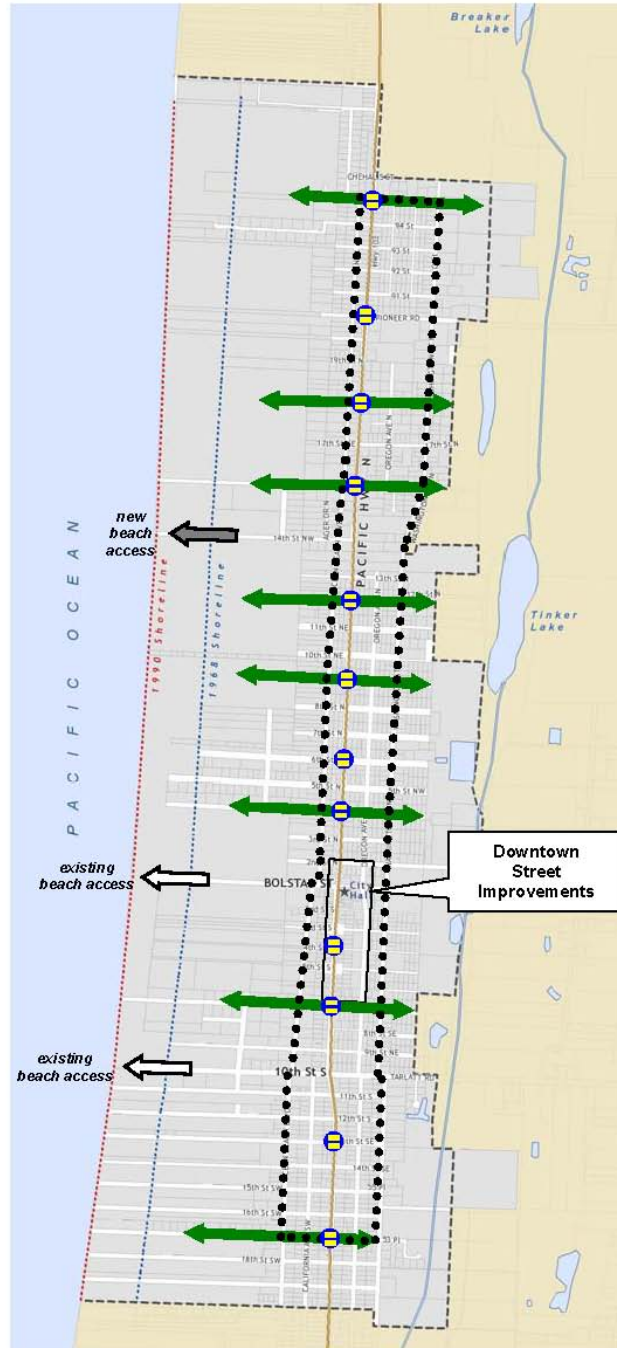
Construct local access street in the existing Shoreview Drive right-of-way.

6.4.f. CONSTRUCT NEW BEACH ACCESS AT 14TH STREET N.

Determine, design, and construct appropriate vehicular, pedestrian, bicycle, and parking facilities for a new beach access at 14th Street N.

FigureC-7: Transportation System Improvement Concepts

 **Ped/Bike Xing +bus stops**
  **Green Street**
  **Ped/Bike Loop**



7. CAPITAL FACILITIES

7.1 Vision

The City operates on a well-developed Capital Improvement Program that directs public and private investments in a manner that fulfills the city's vision. Cognizant of new emerging engineering techniques and standards, the city pursues sustainable capital infrastructure that reduces the cost of its capital outlay in the long run.

7.2 Capital Facilities Goals and Strategies

Goal 7 - 1 Streamline and develop clear standards for capital facilities and infrastructure in the city.

Strategy 7-1-a Review site development guidelines and standards for renovations and new buildings for green building ideas and ideas inherent in this comprehensive plan.

Strategy 7-1-b The city should review its purchasing program for street lights to include historic pedestrian lights and greater energy efficiency.

Strategy 7-1-c Develop standards for the different rights-of-way categories that reflect low life-cycle costs for the life of the improvements.

Strategy 7-1-d Continue to maintain and update master plans for water, wastewater and storm water to ensure systems are adequate to serve existing and projected populations.

Goal 7 - 2 Strengthen the city's tourism capacity and economic development potential.

Strategy 7-2-a Leverage financial outlay for capital facilities.

Strategy 7-2-b Pursue innovative approaches to financing public facilities and services.

Strategy 7-2-c Concentrate public services into a Civic Campus.

Strategy 7-2-d Pursue construction of a Community Center to house public and community functions and amenities, and that is flexible and expandable.

Strategy 7-2-e Use innovative strategies for visitor parking, and way-finding to reduce capital outlay.

Goal 7 - 3 As a community, support schools, parks, libraries, and similar facilities to strengthen Long Beach's standing as a family-friendly community.

Strategy 7-3-a Prioritize new facilities according to the projected density and location of new development.

Strategy 7-3-b Form partnerships with other jurisdictions, agencies and organizations to maximize local facilities.

Strategy 7-3-c Develop policies and programs that will encourage developers to include community facilities and amenities in projects.

Goal 7 - 4 Minimize waste by promoting sustainable programs

Strategy 7-4-a The City should work in partnership with non-profits to educate residents and businesses about techniques and practices that can reduce waste sent to recycling.

Strategy 7-4-b The City should work with the local solid waste provider to separate yard and bio-waste from non-biodegradable waste. The bio-waste can be composted and resold to local farms and nurseries.

Strategy 7-4-c The City should educate the local community of the benefits of composting on site.

Strategy 7-4-d Reduce the impact of wind on the livability of city streets and cost of building utilities by developing a creative wind protection strategy with the community.

Strategy 7-4-e Develop an urban forestry program that is coordinated with the plan for utilities and that promotes the use of native plant and tree species.

Strategy 7-4-f Consider using permeable pavement wherever possible to reduce stormwater runoffs and associated impacts and costs.

Strategy 7-4-g Develop site landscaping standards that reduce stormwater run-off and potential overflows during heavy rains.

Strategy 7-4-h Water conservation programs should be promoted in a manner that does not adversely impact the city's revenue. This can range from low-flush toilets or dry urinals to recycling water used for rinsing city vehicles and fire trucks and rainwater harvesting on public facilities.

Strategy 7-4-i Water quality from the sewage treatment plant should be monitored on a regular basis.

Strategy 7-4-j The city should explore the benefits of setting up gray water reuse to reduce the amount of water sent to its water treatment plant.

8. UTILITIES

8.1 Vision

Long Beach is an efficient and affordable place to live, visit and invest in. The city continues to seek opportunities to reduce its per capita outlay and expenditures in its utilities, without compromising on its status as an excellent service provider. The city plans for its utility service delivery in a manner that is integrated and holistic by considering impacts on the natural environment and people.

8.2 Utilities Goals and Strategies

Goal 8 - 1 Strengthen Long Beach's development potential by providing utility infrastructure that adequately serves the population and use distribution set forth in the most current Future Land Use and/or Zoning Plans.

Strategy 8-1-a Prepare and maintain a Capital Improvement Plan.

Strategy 8-1-b Encourage residential development that will minimize impacts on the costs of providing community services and encourage commercial development that will augment and support quality of community services.

Strategy 8-1-c Prioritize utility investments to increase safety and enhance economic development within the city of Long Beach.

Goal 8 - 2 Optimize outlay for capital expansion by continually improving system efficiency, and by implementing smart site development standards and building codes.

Strategy 8-2-a Ensure the City's financial solvency and maintain housing affordability by recouping all costs of utility provision, expansion and upgrades through fair pricing mechanisms.

Strategy 8-2-b Facilitate and encourage under-grounding of utilities.

Strategy 8-2-c Protect the city's water and wastewater systems by continuing to require cross-check valves for all water connections, fat, oil and grease traps for food service facilities, and other mechanisms.

Strategy 8-2-d Adopt water and sewer service requirements, requiring all new development in the city to be served by public water and sewer.

Strategy 8-2-e Provide incentives and information to promote green buildings in the city. Examples could be information packages for each new development, code revisions to support green buildings and changes to site development standards.

Goal 8 - 3 Reduce capital outlay for utilities.

Strategy 8-3-a Allow for smaller lot sizes where appropriate.

Strategy 8-3-b Work with utility providers and facility managers to provide incentives for green and efficient energy, water and sewage services.

Strategy 8-3-c Increase the efficiency of street lighting, water treatment and usage, and sewage treatment systems.

Strategy 8-3-d Encourage property owners and developers to utilize green construction methods such as solar power, smart codes and passive solar design.

Strategy 8-3-e Establish Local Improvement Districts to fund improvements to water and sewer infrastructure.

Strategy 8-3-f Develop street standards for the many different streets systems that use innovative techniques to reduce cost and maintenance

Strategy 8-3-g Underground utilities or separate to allow urban forestry programs

Goal 8 - 4 Explore opportunities to either work with the city's current utility provider(s) or to become an independent utility provider of alternative energy.

Strategy 8-4-a Work with private companies as well as public agencies to explore the potential for wave energy in the Long Beach area.

Strategy 8-4-b Collaborate with the County and private companies to establish windfarms either on the Peninsula or out in the ocean.

Strategy 8-4-c Collaborate with local, state and national non-profits offering education and seminars about energy conservation and sustainable practices.

9. ECONOMIC DEVELOPMENT

9.1 Vision

Long Beach is a well-reputed destination for eco-tourism. The city has developed a year-round economy through creative investment in new infrastructure and marketing. Developers and businesses seek partnerships with the city to help realize its vision, for its clear and articulate regulations help expedite their permit process and reduce development costs. City investigates partnerships to set up a diverse employment base, taking advantage of the growing number of well-educated and skilled residents.

9.2 Economic Development Goals and Strategies

Goal 9 - 1 Fortify Long Beach's local economy

Strategy 9-1-a Secure funding for and hire experts to develop an economic development element for this comprehensive plan

Strategy 9-1-b Secure funding to fund a marketing and advertising plan that will support the strategies in the economic development element.

Strategy 9-1-c Widen Long Beach's business association to pool the resources of business organizations along the entire length of the Peninsula to leverage resources for greater business development and expansion.

Strategy 9-1-d Maintain a close eye on the job-housing balance in the Peninsula to maintain a healthy stock of affordable homes and housing options for lower income residents.

Strategy 9-1-e Strengthen Long Beach's regional economic niche.

Strategy 9-1-f Encourage businesses that provide goods and services that will serve regional needs.

Strategy 9-1-g Continue to support marketing efforts and development that will develop a broader draw of visitors and increase businesses' customer base.

Strategy 9-1-h Continue to support festivals and special events.

Goal 9 - 2 Create a tourism niche by state-of-the art technology investments.

Strategy 9-2-a Facilitate the development and improvement of technology infrastructure including wi-fi or high speed cable system to improve access for visitors.

Strategy 9-2-b Work with providers to upgrade the quality of phone, cell-phone and cable infrastructure.

Goal 9 - 3 Fortify Long Beach's local economy through diversification.

Strategy 9-3-a Diversify the local economy so it is not as reliant on tourism, and so there is a broader range of job opportunities.

Strategy 9-3-b Work to reduce the seasonal nature of the local economy.

Strategy 9-3-c Work to establish Long Beach as a year-round resort community. Market the Peninsula as a destination for festivals, conferences, special events and a wide variety of recreational activities.

Strategy 9-3-d Encourage redevelopment of commercial properties. Develop incentives to rehabilitate under-utilized commercial properties. Consider creating a storefront rehabilitation program.

Strategy 9-3-e Protect itinerant lodging from conversion to long-term uses in order to continue meeting the bed-base needs of tourism.

Strategy 9-3-f Support the development of destination resort properties.

Strategy 9-3-g Allow for establishment of a wide variety of lodging types that will meet the needs of a wide variety of visitors, including hotels and motels, timeshares, cottages, vacation rentals, recreational vehicle parks, hostels, homestays, etc.

Strategy 9-3-h Expand the appeal of the area to visitors by providing more amenities, including not only lodging, restaurants and shops, but also recreational facilities, activity-based businesses, parks, trails and cultural institutions.

Strategy 9-3-i Develop a community center and a pavilion that will provide flexible space for activities, festivals and events.

Strategy 9-3-j Encourage community-based businesses such as farmers markets and artist cooperatives that will draw visitors to the area.

Strategy 9-3-k Secure funding for and hire experts to conduct a market analysis of Long Beach and the Peninsula.

Strategy 9-3-l Continue to fund marketing and advertising for Long Beach and the Peninsula. Fund plans and programs that will support and implement the strategies in the economic development element.

Strategy 9-3-m Work with the Economic Development Council, Pacific County, the City of Ilwaco, rural development agencies and the Merchants Association to leverage and optimize resources for greater business development and expansion.

Goal 9 - 4 Goal: Secure opportunities for jobs that match the unique skills of Long Beach's residents and build upon the area's natural resources.

Strategy 9-4-a Develop a Peninsula-wide light industrial or intense commercial development strategy.

Strategy 9-4-b Identify land for and form partnerships to develop a business park that can house heavy commercial and light industrial businesses. Create spaces for business incubators.

Strategy 9-4-c Identify target industries and businesses that should be encouraged to locate in Long Beach and the surrounding area.

Strategy 9-4-d Encourage the establishment of value-added businesses that build upon the natural resources of the area.

Strategy 9-4-e Conduct surveys of local and regional businesses to understand Long Beach's niche in the region and to determine important infrastructure investments that would draw job opportunities to Long Beach and improve job retention.

Strategy 9-4-f Work with local schools to set up job training opportunities and match employers with graduates.

Strategy 9-4-g Invite non-profit organizations to set up lifelong learning facilities at local schools.

Strategy 9-4-h Work with the EDC and other organizations to provide tools for businesses, such as educational forum, financial management training, and marketing strategies and so on.

Strategy 9-4-i Evaluate regulations and programs to determine if there are barriers to economic development and, where appropriate, adopt amendments that will help foster economic development.

Strategy 9-4-j Continue to allow home-based occupations in residential areas, while providing regulations that protect neighboring areas from impacts of the commercial use.

Goal 9 - 5 Strengthen Long Beach's regional economic niche: tourism, regional services, insurance, car-fix

Strategy 9-5-a Encourage businesses that provide goods and services that will serve regional needs

Strategy 9-5-b Continue to support marketing efforts and development that will broaden the draw of visitors and increase the customer base,

Strategy 9-5-c Continue to support festivals and special events

Strategy 9-5-d Ensure all businesses are integrated into the city's architectural character and building framework with the help of design guidelines and design review.

Strategy 9-5-e Market and promote Long Beach as livable, healthy community

Strategy 9-5-f Work with local schools to set up job training opportunities and match employers with graduates.

Strategy 9-5-g Invite non-profits to set up lifelong learning facilities at local schools.

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